



Your Offer De-Constructed

Webinars + Online Presentations



The Flow of Your Presentation and Finessing with Connection



Let Me Walk through the Power Book Presentation



Let's Focus on THE OFFER



Pre-Frame & Get Permission

**ask the question that allows
you to start selling**



How To

**Example of
Transition**

from Your Book



**So would you like the
STEP by STEP Campaign
that will Set You Up for
Success?**





BEGIN THE PRESENTATION at the END

Back Into the Offer Now

1. What problem does this offer solve?
2. What are the problems in their words?
3. What is the outcome(s) they want?

*****This is Now Your Offer Promise*****



URGENCY

What happens if they do - do this NOW

———EMOTION———

———TANGIBLE REALITY———

WEB ADDRESS WHERE TO GO HERE



DOLLARISE the ROI

eg: Your Average Sale is \$x

You now will close 2x that - so same time is
worth \$2x

In 1 Year that means you will make \$2xRevenue

WEB ADDRESS WHERE TO GO HERE



Scarcity

LIMITER - how many are left

- how many do you have in total

JB: “You’re never coming back again”

WEB ADDRESS WHERE TO GO HERE



Fast Action Bonus

WEB ADDRESS WHERE TO GO HERE



YOUR OFFER SLIDE AGAIN

WEB ADDRESS WHERE TO GO HERE