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The Most
Perfect Webinar

RUSSELL BRUNSON

The Most Perfect Webinar

*A Complete Framework for One-to-Many Selling
That Builds Belief, Breaks Down Objections,
and Turns 90 Minutes Into Million-Dollar Days*

By Russell Brunson

Internal Training Resource | MarketingSecrets.ai

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I N T R O D U C T I O N

THE WEBINAR THAT CHANGED EVERYTHING

A FEW YEARS AGO, I stepped onto a stage in front of 9,000 people.

The event was called 10X Growth Con, and it was run by my friend Grant Cardone. It was held at Mandalay Bay in Las Vegas, and I had a chance to speak for 90 minutes to sell.

When I walked off that stage, we had done \$3.2 million in sales in those 90 minutes. It was a world record for a single one-to-many presentation.

Now, I want to be really clear about something, because this is not an income claim. I'm not going to promise you that you'll make \$3.2 million in 90 minutes, and honestly, I would actually be angry if you did, because that's still my record and you can't break it.

There were a lot of things going for me that day, like the 9,000 people in the room, the warm audience, and decades of practice and years of refining the same script over and over again.

You're not going to learn any of that in this book.

But you are going to learn the framework I used to be able to do it.

And here's what's really interesting about that framework: it wasn't mine originally, not really. I spent somewhere between twelve and fifteen years learning the pieces, hearing one thing from one mentor, catching another piece from a friend, sitting in a room and watching someone else sell from the stage, and stealing the parts that worked.

Over time, I started putting it all together into my own presentation. And every time I got a new product or a new service, I wouldn't try to reinvent the way I sold it. I'd just take this framework, plug the new offer in, and it would work.

For years, it was just me, and I never showed it to anyone else or told anybody about it. I just quietly got really, really good at selling from stages.

Then, about seven or eight years ago, I started my **Inner Circle** coaching program. And one of the first members who joined was a woman named Liz Benny.

Liz came in and said, “Okay, I’m going to build a funnel just like yours.”

And I said, “No, you need to do a webinar.”

She looked at me like I was crazy. “What? You’re having everybody else in the program do these other kinds of funnels. Why are you telling me to do a webinar?”

I said, “I know. But you’re different. I can see it in the way you talk, the way your charisma comes through. You should be on camera. You should be on a stage. You’re a webinar person.”

She said, “Okay, fine. How do I do a webinar?”

And that’s when I realized I had a problem. I’d been doing this thing for over a decade, but I’d never written it down. I’d never taught it to anyone. I didn’t know how to explain it.

So I sat down that night and did something I’d never done before. I took every slide from every presentation I’d ever given, pulled out my notes, watched old recordings of myself selling, and started doodling.

By the end of that night, I had it all mapped out on one page, with every piece, every transition, and every section in the exact order they needed to appear. I called it the **Perfect Webinar**.

The next night, I recorded a training walking Liz through it and sent her the video. She watched it once, wrote her own presentation, and that presentation went on to win her multiple Two Comma Club awards.

That was the moment I realized this framework wasn’t just for me. It worked for anybody who’d take the time to learn it and put in the reps.

Since then, I’ve taught the **Perfect Webinar** to thousands of people. I’ve seen it used to sell coaching programs, software, supplements, info products, masterminds, and everything in between. I’ve seen it convert at 5 percent and I’ve seen it convert at 30 percent. I’ve seen it work for introverts and extroverts, for experienced speakers and first-timers, for people with huge followings and people with email lists of less than 200.

The framework doesn’t care who you are. It just works, as long as you follow it.

Here’s the truth about the Perfect Webinar: the framework itself is pretty simple. It’s 90 minutes of presentation, 30 minutes of Q&A, four phases, three Secrets, one new opportunity, one stack, and one close. You can learn the whole thing in a weekend.

The hard part is doing the work. Writing your version. Putting in the reps. Delivering it live every week for a year until it's second nature. Tweaking it based on what your audience is stuck on. Making it yours.

That's what this workbook is for.

In the pages ahead, I'm going to walk you through every piece of the framework. You'll learn what the Perfect Webinar actually is and why it works the way it does. You'll build your foundation: your new opportunity, your headline, your Three Secrets, and your Stack Slide. Then you'll write each section of the script itself, piece by piece, in the exact order they appear in the presentation.

By the end of this workbook, you won't just understand the Perfect Webinar. You'll have one.

Work through it, apply it, and then log in to MarketingSecrets.ai to let the AI help you draft, refine, and rehearse your script until it sounds like you.

Let's go.

C H A P T E R O N E

WHAT THE PERFECT WEBINAR ACTUALLY IS

BEFORE I WROTE A SINGLE SLIDE of my first webinar, I spent years just watching other people sell from stages.

I'd sit in the back of the room at events with a notebook in my lap, and I'd write down everything: what they opened with, how they transitioned into teaching, where they put the stories, how they handled the pitch, and what they said when the room went quiet.

I started to notice something interesting, which was that the best presenters all did basically the same thing. Not the same words, and not the same stories, but the same structure over and over again.

And the presenters who bombed? They were missing pieces. They'd nail the opening and forget the close, or they'd have a great offer and no story to support it, or they'd teach so much that by the time they pitched, the audience was thinking, "Cool, I can do this myself."

That's when I started to realize that selling one to many isn't a performance. It's a structure.

One to One vs. One to Many

Here's something I want you to understand up front.

There's one-to-one selling, which is what most people are used to. You sit across from somebody, you talk to them face to face, and you sell them one on one. You hear their objections in real time, you answer their questions, and you read their body language and adjust.

I'm not good at that.

If you saw a picture of me trying to sell one on one, you'd laugh. I look awkward, and introverted Russell doesn't know what to say. I'm fine on a stage in front of 9,000 people, but the second someone walks up to me off stage and says hi, I forget how to talk.

What I'm good at, and what I'm going to teach you in this book, is one-to-many selling.

One to many is different. You're not having a conversation, you're giving a presentation. You can't ask your audience what their concerns are, and you can't stop and adjust to each person. Instead, you have to anticipate every concern before they think it, answer every objection before they raise it, and do it all at scale from a stage or a webcam in a way that works whether you're in front of ten people or ten thousand.

That's why the **Perfect Webinar** exists. It's a script built to handle all of that for you. Every section exists because it solves a specific problem, every transition is where it is because of what the audience is feeling at that moment, and every trial close is a micro-agreement that stacks up so by the time you ask for money, the audience has already said yes hundreds of times in their head.

You don't have to be a great salesperson to make this work. You just have to follow the structure.

The Four Phases

The Perfect Webinar runs 90 to 120 minutes and breaks into four phases, and each phase has a specific psychological purpose. If you skip a phase, your conversion drops. If you rush a phase, you leave money on the table. And if you overdo a phase, the audience checks out before the pitch.

Here's the whole thing at a glance:

Time	Phase	Purpose
0 - 10 min	Missing Piece Story	Hook the audience so they stay for the pitch
10 - 25 min	Origin Story + New Opportunity	Kill the Old Way, introduce the new vehicle, establish authority
25 - 60 min	The Three Secrets	Break the three false beliefs that stop people from buying
60 - 90 min	Stack & Close	Present the offer, anchor the price, ask for the sale
90 - 120+ min	Q&A + Objection Handling	The second close, where 90% of sales actually happen

Let me walk you through what each phase is doing.

Phase 1: The Missing Piece Story. This is the first ten minutes, and it's where most webinars die. Most people open with a sob story or a screenshot of their bank account, and the audience checks out. Instead,

you open with a case study about someone else, someone who'd tried everything, failed, and then found the one missing piece. The goal of this phase is to make every person in the audience think, "*This could be MY missing piece.*" If they don't think that, they don't stay.

Phase 2: Origin Story and New Opportunity. Now you reveal what the missing piece is, and you tell the story of how you discovered it. This is where you kill the Old Way with math and data, introduce a completely new vehicle, and position yourself as a reluctant hero who figured it out. By the end of this phase, the audience has claimed a new identity: they're no longer someone who tried and failed, they're someone who's about to try something they've never tried before.

Phase 3: The Three Secrets. This is the teaching section. The audience has three objections that would stop them from buying, even if they love you: the first is that the strategy won't work, the second is that they personally can't do it, and the third is that some external thing (like time or money or a spouse) will stop them. Each Secret demolishes one of those objections, and each one teaches strategy, not tactics. You show them the map from 30,000 feet, but you don't give them the turn-by-turn GPS, because the GPS is what they buy.

Phase 4: The Stack and the Close. This is the section that transformed my sales from \$30,000 per event to \$180,000 in a single presentation. You present the offer as a cumulative stack, anchor the price against the full value, and use trial closes, guarantee language, and a fast action bonus to make buying the obvious next step. I tested removing this phase once, and sales bombed. Then I put it back, and sales crushed again. This phase is not optional.

Phase 5: Q&A and Objection Handling. Most presenters end at the price reveal. Big mistake. For my first ten or twelve years doing this, I did the same thing. Then I started extending my presentations with ten or fifteen minutes of after-selling. When I looked at the data, 90 percent of my sales came from after the price reveal. Not from the pitch itself. From the Q&A. So we've built a thirty-minute Q&A structure that works whether you're live or automated, using pre-built questions, the "you're probably thinking" technique, and a social proof parade that keeps the offer in front of the audience until the countdown clock hits zero.

That's the Perfect Webinar in one page.

The Close Starts at Minute One

Here's the thing most people don't understand about this framework.

The close doesn't start at minute 60 when you reveal the offer. The close starts at minute one, the second you say your first word.

Every story, every trial close, every teaching moment, every transition is part of the close. You're not teaching first and then selling. You're selling the entire time. You're just not asking for money yet.

By the time you reveal the price, the audience should have said “yes” to you so many times that the price is just one more yes in a sequence they’re already deep inside.

If that sounds like manipulation, let me reframe it. Your audience came to the webinar because they have a problem. You have a solution. Your job isn’t to trick them into buying. Your job is to make sure they don’t leave without the solution just because you weren’t good enough at presenting it.

A webinar that doesn’t close people who should buy is doing them a disservice. That’s the mindset shift. You’re not selling at them. You’re helping them decide.

Strategy vs. Tactics

This is the one rule that separates webinars that convert from webinars that fall flat. I’m going to repeat it in every chapter of this book because it’s that important.

Your webinar teaches strategy. Your product delivers tactics.

Strategy is the map. The framework. The logic of why something works. You can teach strategy in a 90-minute presentation.

Tactics are the turn-by-turn directions. The click-by-click execution. The step-by-step implementation. That’s what your product is for. That’s what people pay for.

If you teach tactics in your webinar, here’s what happens. The audience thinks, “Cool, I’ve got it. I can do this myself.” And they leave. They don’t buy.

If you teach strategy, here’s what happens. The audience thinks, “I see the map. I get why this works. But I need the tactics to actually do it.” And they buy.

Every section of this framework is designed to make this distinction crystal clear. In the Three Secrets, you show them the shape of the strategy. In the Stack and Close, you show them what the tactical product looks like without giving away the actual tactics.

When you get this right, people buy because they feel like they *need* the tactics you’re selling. When you get it wrong, people leave because they think they already have what they need.

The Big Domino

Every Perfect Webinar is built around one single belief. We call it the Big Domino.

The Big Domino is this sentence:

“If I can make my audience believe that [my new opportunity] is the key to [what they want most], and it’s only attainable through [my specific framework], then all other objections become irrelevant and they have to give me money.”

Fill that sentence in for your offer. That’s your webinar.

Once the domino falls, everything falls. Price objections don’t matter because the cost of not buying is higher. Time objections don’t matter because the cost of waiting is higher. Self-doubt doesn’t matter because your framework handles execution.

Every section of the Perfect Webinar is designed to push that one single domino. The Missing Piece Story gets them leaning in. The Origin Story positions the new opportunity as the only logical choice. The Three Secrets handle every objection that would stop them from believing the domino. The Stack and the Close make buying the obvious next step.

If you can write a Big Domino statement that makes buying feel inevitable, you can build a Perfect Webinar around it.

What You’re About to Build

In the rest of this workbook, you’re going to build your Perfect Webinar one section at a time.

We’re going to start with the foundation. Your new opportunity, your headline, your Three Secrets, and your Stack Slide. This is the skeleton. Everything else hangs on it.

From there, you’ll write each section of the actual script in order. Missing Piece Story. Origin Story. Secret One. Secret Two. Secret Three. Stack and Close. Objection Handling.

At the end of every chapter, you’ll find an exercise. That exercise is where the work happens. You can read this whole book in an afternoon, but you won’t have a webinar until you fill out the exercises.

Once you’ve built your foundation and drafted every section, you’ll have a complete 90-minute Perfect Webinar presentation. Live-ready. Rehearsable. The kind of script you can deliver once a week for a year and watch it get better every time.

Let’s build it.

BUILD IT INSIDE MARKETINGSECRETS.AI

The Perfect Webinar workflow is built into MarketingSecrets.ai. As you work through this workbook, log in to let the AI walk you through each section, ask you the right questions, pull from your Attractive Character voice profile, and draft your script for you. You still do the thinking. The AI just handles the typing.

Log in: MarketingSecrets.ai

C H A P T E R T W O

THE FOUNDATION

Your New Opportunity, Headline, Three Secrets, and Stack Slide

BEFORE I WROTE MY FIRST VERSION of the Perfect Webinar, I used to try to draft webinars the way most people try to draft webinars. I'd open a blank document and start writing from the beginning, going from the opening to the first story to the first teaching point to the second teaching point.

About twenty minutes in, I'd look at what I'd written and realize I was lost. I didn't know where I was going, I didn't know what the audience was supposed to believe by the end, and I didn't even know what I was selling clearly enough to write toward it.

So I'd scrap it and start over, and then scrap it and start over again.

Here's what I figured out eventually: you can't write a Perfect Webinar from the top down. You have to build the skeleton first.

The skeleton is four pieces: your **new opportunity**, your One Thing headline, your Three Secrets headlines, and your Stack Slide. Once you have those four pieces nailed down, everything else in the webinar hangs off of them. The Missing Piece Story points at the new opportunity, the Origin Story reveals the new opportunity, Secret One, Two, and Three each hold up one corner of the new opportunity, and the Stack Slide is what you're actually selling.

In this chapter, we're going to build all four pieces. This is the most important chapter in the book, because if you get this part wrong, nothing else in your webinar will work. But if you get this part right, the rest of the script practically writes itself.

Russell Brunson has famously brought strangers up on stage at live events, asked them five questions about their offer, and written these four pieces on a whiteboard on the spot. Then he recorded a complete webinar pitch for their product, flawlessly, right there in the room.

If you have these four pieces, you have a webinar.

Let's build yours.

The New Opportunity

Here's the single most important strategic decision in your business: you are not selling an improvement to what your audience is already doing. You are selling a completely new vehicle to get the result they want.

This sounds simple, but it's not.

Most people get this wrong, because they think they're selling a new opportunity when what they're actually selling is an improvement. They say things like, "a better way to build your email list," or, "a faster way to lose weight," or, "a more efficient sales system."

Those are all improvement offers, and improvement offers convert badly.

Here's why. An improvement offer forces your audience to admit they've failed at the thing before, which lowers their status. It basically says, "You've been trying, but not hard enough." People don't want to buy that, because they don't want to be reminded they failed.

A new opportunity does the opposite. It raises status, because it says, "You weren't failing, you were just using the wrong vehicle. Here's a completely different one." Now they don't have to admit defeat, and they can try something new and fresh with no baggage.

Let me give you some examples.

I didn't offer "better websites." I said, "Websites are dead, here's what replaces them. **Funnels.**"

Steve Jobs didn't make a better CD player. He introduced the iPod and said, "1,000 songs in your pocket."

Tesla didn't make a better car. They made an electric car and created a new category.

Atkins didn't offer a better diet. He said, "Ketosis is a completely different way your body processes energy."

See the pattern? In every case, the new opportunity is categorically different from what came before. It's not faster, better, or cheaper. It's new.

The test is simple. If you can describe your offer using any word ending in "er," you have an improvement offer. Better, faster, cheaper, smarter, easier, those are all improvement words, and they all decrease status.

Your new opportunity has to be a different vehicle altogether.

If you read what you've written so far and it sounds like an improvement, don't panic. You probably have a genuine new opportunity hiding inside what you've built, you just need to reframe it. Ask yourself this question:

"What does my approach do that none of the alternatives do?"

Then ask:

"If I had to give my method a completely new category name that didn't exist before, what would it be?"

Keep pushing until the reframe clicks.

The Big Domino

Once you have your new opportunity, you can write your Big Domino statement. Remember, this is the single sentence your entire webinar is built around.

Fill this in:

"If I can make them believe that [my new opportunity] is the key to [what they want most], and it's only attainable through [my specific framework], then all other objections become irrelevant and they have to give me money."

Once you've written this, read it out loud. If you genuinely believe your audience would buy the moment they believed that sentence, your Big Domino is set correctly. If you could still imagine them hesitating, the Domino isn't sharp enough yet, so rewrite it.

Every headline, every secret, every story you write from this point forward has one job: to push that domino.

The One Thing Headline

Your One Thing headline is your webinar title. It's the registration page copy, the title slide, the subject line of every promotional email driving traffic to the webinar.

It has one job: to generate enough curiosity that someone sees it at 11 p.m. and thinks, *"I need to be on that webinar tomorrow morning."*

Every headline has to pass four tests:

The Curiosity Test. Would someone stop scrolling to register? Is something unresolved that they have to find out more about?

The Desire + Fear Test. Does the headline name what they want AND remove what they fear, in one sentence?

The Origin Story Test. Can you naturally follow this headline with, “Let me tell you how I discovered this...”? The headline should open a story, not close one.

The Compliance Test. If this is going in paid ads, does it avoid specific dollar amounts? Use percentages, multiples, or qualitative language instead.

The single most effective headline structure in the history of webinar marketing is what I call the *How to Without* formula. It wins about 70 percent of split tests:

“How to [desired result] without [fear one], without [fear two], and without [fear three].”

Fill in the blanks with your audience’s exact words.

Here are a few other structures that work well:

“How a [wrong-type-person] [achieved result] in [short timeframe] without [feared mechanism].”

“The [counterintuitive] reason [common approach] isn’t working, and what to do instead.”

“Why [common belief] is actually [opposite], and the one thing you need instead.”

Write three or four variations. You don’t have to lock in the winner right now. You’ll test them over time. The one that converts best is almost never the one you think it will be.

The Three Secrets

Every Perfect Webinar teaches exactly three Secrets. Not two, not four, just three.

The reason is that your audience has three categories of objection standing between them and a purchase, and each Secret knocks one of those objections down.

Secret One breaks the Vehicle belief. The objection sounds like, “Is this really the best approach? Does this even work?” Your first Secret teaches the strategy of your new opportunity (not the tactics), which is the logic of *why* your method is different and better than the alternatives.

Secret Two breaks the Internal belief. The objection sounds like, “Sure, it works for them, but I’m different. I’ve failed before. Something is wrong with me.” Your second Secret proves that people just like them, with their exact doubts and limitations, have succeeded.

Secret Three breaks the External belief. The objection sounds like, “Even if I believed in it and believed I could do it, I don’t have [time / money / connections / tech skills].” Your third Secret removes or routes around that specific external obstacle.

Each Secret is a curiosity-driven headline that appears on your Three Secrets slide and gets referenced throughout your webinar. Think of each Secret as a standalone fifteen-minute workshop, where the headline has to be compelling enough that someone would register for that workshop on its own.

Here’s the prompt to use for each one:

For Secret One: “If I were teaching a fifteen-minute workshop on the strategy of my new opportunity, why it works and why it’s the best approach, what headline would get people to register?”

For Secret Two: “If I were teaching a fifteen-minute workshop *proving* that people just like my audience, with their exact doubts and limitations, can succeed with this, what headline would get people to register?”

For Secret Three: “If I were teaching a fifteen-minute workshop on how to get the result *without* the one resource my audience thinks they need, what headline would get people to register?”

Write three variations of each Secret headline, pick the strongest one to carry forward, and you’ll test the others over time.

The Stack Slide

The Stack Slide is the visual representation of your offer. It’s what you sell in the last thirty minutes of the webinar, it’s the slide that stays up through the Q&A, and it’s the screenshot the audience shares with their spouse.

Every Stack Slide has five or more elements, each one named, and each one with a clearly stated dollar value. The first element is the hero, because it’s the engine of the program, the most exciting piece, and the one most tied to the new opportunity. The rest of the elements support the hero.

Your total stack value should feel about eight to twelve times higher than the actual price. So if you’re selling a \$997 program, your total stack value should be roughly \$8,000 to \$12,000, and if you’re selling a \$2,997 program, your stack should total around \$24,000 to \$36,000. These are substantiated values, meaning you can prove them through market rates or actual sales history. You don’t invent numbers.

Types of elements that work well in a stack:

- **Core training or system.** The main course, program, or methodology.
- **Done-for-you templates or assets.** Swipe files, scripts, pre-built funnels.

- **Live coaching or access.** Q&A calls, office hours, a private community.
- **Software or tools.** Anything that automates part of the process.
- **Physical or tangible items.** A book, a workbook, a kit shipped to their door.
- **Identity elements.** A certification, a badge, membership in a community.

Mix and match across types. The more varied the stack feels, the more complete the offer looks.

After all five elements are revealed, your total stack value goes on screen. Then comes the price reveal, which anchors against the total stack, followed by the fast action bonus, which creates real urgency. Finally, the call to action slide goes up and stays there through the Q&A.

The New Identity

One last piece before we get to the exercise.

At the end of your Origin Story, which we'll write in Chapter 4, your audience makes a commitment and claims a new identity. Not what they do, but what they become.

It's a label they say out loud and type in the chat. Things like:

"I am a funnel builder."

"I am living free."

"I am a Rainmaker."

This is the identity that locks in the commitment, because people who adopt a new identity don't revert. Your audience leaves your webinar not as someone who watched a presentation, they leave as someone who became something new.

You'll need this identity label soon, so decide on it now while you're building the Foundation.

EXERCISE: BUILD YOUR FOUNDATION

Answer these questions in order, and don't skip any. These answers become the foundation of everything else you'll write in this workbook.

1. Who is your dream customer?

Be specific. Not "entrepreneurs" and not "women over 40." Something like, "first-year coaches who can't get consistent \$3,000 clients," or, "moms of teenagers who drink a bottle of wine every night alone." The more specific, the better everything downstream gets.

Write your answer:

2. What is the single result your dream customer wants more than anything? Use their words, not yours.

If they say “lose weight,” write “lose weight.” Don’t write “transform their metabolic profile,” because customer language beats expert language every single time.

Write your answer:

3. What have they tried before that hasn’t worked? And what is the one fatal flaw shared by all of those old vehicles?

List the methods they’ve tried (diets, coaches, courses, programs), then name the single thing every old vehicle has in common that your new one doesn’t. “Every diet manages hunger; ketosis eliminates it.” “Every willpower method fights desire; this one dissolves it.” This shared flaw is what makes your opportunity genuinely new.

Write your answer:

4. What is your new opportunity, and what do you call it?

The name matters. A proprietary, magnetic name elevates the entire offer, while a generic description deflates it. If there’s no name yet, create one, and keep it short, memorable, and ideally one to three words.

Write your answer:

5. Write your Big Domino statement.

“If I can make them believe that [my new opportunity] is the key to [what they want most], and it’s only attainable through [my specific framework], then all other objections become irrelevant and they have to give me money.”

Write your version:

6. Draft three versions of your One Thing headline.

Use the structures above for Variation A, Variation B, and Variation C. You’ll test them all over time.

Write your three versions:

7. Write your Three Secrets headlines.

For each Secret, write two or three variations.

Secret One (Vehicle):

Secret Two (Internal):

Secret Three (External):**8. List your five or six Stack Elements.**

For each one, write the name, a one-sentence description, and a substantiated dollar value. Element One is the hero, so it should be the most exciting and most fundamental piece of the offer.

Element	Description	Stated Value
Element 1 (Hero):		\$
Element 2:		\$
Element 3:		\$
Element 4:		\$
Element 5:		\$
Element 6 (optional):		\$

TOTAL STACK VALUE: \$

YOUR PRICE: \$

VALUE-TO-PRICE RATIO: _____x

9. What is the new identity someone adopts when they fully embrace your new opportunity?

Not what they do, but what they become. This is the label they'll claim out loud at the end of your Origin Story.

"I am a _____."

10. Write the physical anchor for that identity declaration.

Something they do with their body when they say the new identity out loud. Russell uses, "Tap yourself on the chest and say, 'I am a funnel builder.'" Other options include placing a hand on the heart, raising a fist, or nodding the head. Pick one that matches the emotional register of your offer.

Write your physical anchor:

Once you've finished this exercise, save your answers somewhere you can reference them. Every other chapter of this workbook will ask you to pull from this foundation.

This is the moment most people want to skip ahead to the script, but don't. If the foundation isn't solid, the script won't convert no matter how well you write it.

BUILD IT INSIDE MARKETINGSECRETS.AI

The Foundation is built into MarketingSecrets.ai. Log in to have the AI walk you through these ten questions one at a time, test your headlines against the four requirements, and generate multiple variations so you can pick the strongest. The AI will also flag any answer that looks like an improvement offer in disguise and help you reframe it as a true new opportunity.

Log in: MarketingSecrets.ai

C H A P T E R T H R E E

THE MISSING PIECE STORY

How to Hook Your Audience in the First Ten Minutes

I USED TO THINK the pitch was where a webinar was won or lost, but it's not.

The first ten minutes is where a webinar is won or lost, because if people leave in the first ten minutes, it doesn't matter how good your pitch is, since they're not there to hear it.

For a long time, I didn't take those first ten minutes seriously. I'd open with some version of, "Hey, thanks for being here, my name is Russell, let me tell you a little about myself," and then I'd launch into my origin story. I thought my origin story was doing the work.

It wasn't.

People don't want to hear your origin story in the first ten minutes. They don't know you yet, they don't care about you yet, and they haven't given you permission to take up their time.

What they want in those first ten minutes is one thing. They want to know, "Am I in the right place?"

If they decide yes, they stay, and if they decide no, they leave.

The Missing Piece Story is designed to answer that question in three to five minutes so convincingly that they lean forward, stay for the rest of the presentation, and literally ask you to keep going.

The One Goal of the First Ten Minutes

Every single person watching your webinar must think one thing in the first ten minutes.

"This could be MY missing piece."

Not, "good for them," not, "who cares," and not, "impressive stats." What you want them thinking is, *this could be mine.*

“Missing piece” is the exact phrase I want you to use, and here’s why: it implies three things at the same time. It implies they’re not broken, they were just missing something. It implies they’re close to success, not far away. And it implies that what’s about to be shown is the specific thing they were missing.

That reframe is the whole game. It takes someone whose brain is saying, “Something is wrong with me, I’ve failed at this too many times to try again,” and turns that voice off. Now they’re saying, “I wasn’t failing, I was just missing one thing, and I’m about to find out what it is.”

That’s the feeling that keeps them watching.

The Two Wrong Ways to Open

Before I tell you what to do, let me tell you what not to do. Both of these techniques have a place later in the webinar, but neither one belongs in the first ten minutes.

Wrong way number one: the sob story. This is diving into your personal origin story, your struggles, your trials, and your emotional journey. Your audience hears that and thinks, “Good for them. What does this have to do with me?” Your origin story is coming, it’s the next chapter, but it does not belong in the first ten minutes, because the audience hasn’t earned the right to care about you yet.

Wrong way number two: sexy screenshots. This is leading with Stripe screenshots, revenue dashboards, before-and-after transformation photos, or flexing your results. This also gets a “good for them” response, because it’s about you, not about them. And worse, it triggers comparison, because the audience thinks, “Sure, you did that, but I can’t do that.”

Both wrong opens have the same fatal flaw: they’re about you. The Missing Piece Story is about someone else, told in a way that makes the audience see themselves.

The Three-Step Story

The Missing Piece Story has exactly three steps, and all you need is one good case study and the willingness to tell their story well.

Step One: Failed Before. Your case study tried everything and still failed. You name specifically what they tried, you include competitors by name, and you describe the emotional low point where they wondered, “Maybe something is wrong with me.”

Step Two: The One Thing. Your case study found you, and you looked at everything they were doing and said, “You are SO CLOSE. You have the exact right X, Y, and Z. You’re just missing one thing.” Then you name the system. You don’t teach it, you just name it.

Step Three: Fast Forward. You skip straight to the result, with a specific timeframe and a specific outcome. Then you ask, “What changed?” And you answer: they stopped doing the wrong thing and started doing the right thing. They were smart enough, they just needed the right system.

At the end, you ask one question. It’s the one question that ends the opening and transitions into your Origin Story.

“Can I show you the system?”

That’s the Mic Drop Moment. The audience types yes in the chat, and they’re no longer watching your webinar. They’re asking to be taught.

Step One, Deep Dive: Failed Before

Your warmest potential buyers are the people who’ve already tried to solve this problem and failed. They’re the most likely to buy, but they’re also the most skeptical, because they’ve been burned before.

Your case study is the version of them that tried everything and still failed. Your job is to make the audience see themselves so clearly in that story that they feel seen, not sold.

A few rules for the case study:

It has to be about someone else, not you. If it’s your own story, the audience is watching you, but if it’s someone else’s story, the audience is watching themselves. That’s a huge difference.

The person has to feel relatable, not impressive. “Meet Sarah, a Harvard MBA with \$500,000 in savings” is wrong, because the audience can’t see themselves in that. “Meet Sarah, a mom of two who tried to lose weight for seven years and nothing worked” is right, because the audience goes, “That’s me.”

The failed list has to be specific. You need three to five methods they tried, each named, and you should include competitors or popular alternatives (not as attacks, just in the “tried that too” list). This positions every alternative as incomplete without you saying a single negative word about them.

The low point has to be visual. Not, “she was frustrated.” Something like, “She sat in her car in the Whole Foods parking lot with two bottles of wine on the passenger seat, and she started crying. Because she’d promised herself that morning, *that very morning*, that today was the day. And here she was again, in the same parking lot, buying the same wine.” That kind of specificity is what makes the audience feel seen.

Don’t rush the failures. Every failed attempt is a moment the audience bonds with your case study, and the more specific you get, the stronger the bond. The stronger the bond, the harder the “one thing” reveal hits.

Sit in the heavy moments. When the story gets dark, don't rescue it with premature optimism. Let the moment breathe, because the audience needs to feel seen, not saved. The rescue comes later.

Step Two, Deep Dive: The One Thing

Here's where the story turns.

Your case study found you, and you looked at everything they were doing (all the effort, all the commitment) and said something they'd never heard before.

"You are SO CLOSE. You have the exact right X, Y, and Z. You're just missing one thing."

That sentence is the hinge of the entire opening. Read it out loud and feel the reframe.

Before that sentence, the audience has been watching someone who failed and failed and failed, and they've been thinking, "That's me." After that sentence, the audience starts to think, "Wait, maybe I'm just missing one thing too."

A few rules for this step:

Use the exact phrase "ONE thing." This is literal, not "a couple of things," not "some adjustments," and not "a few pieces." Just one thing. That copywriting matters.

Validate what they had right before you name what they were missing. "You have the exact right heart, the exact right intention, and the exact right desire to change. You're just missing one thing." This reframes all their prior effort as almost-there, not wasted.

Name your framework as a single named system. Not a bunch of tips and not a list of strategies, just one named thing, like *The 15-Minute Method*, *This Naked Mind*, *The Rainmaker System*, or *The Dollar-a-Day Plan*. It has to feel like a single contained thing.

Do NOT teach the system. You just name it. Don't explain it, don't walk through how it works, and don't give the steps. The moment the audience thinks, "Oh, I get it," the curiosity is closed and the reason to stay is gone. The Missing Piece Story is a hook, not a lesson.

Step Three, Deep Dive: Fast Forward

Now you skip straight to the result.

The specific timeframe matters. "Three weeks later" is more believable than "a few months later." Short timeframes create desire, and specificity creates credibility. Vague timeframes feel like marketing, while specific ones feel like truth.

Then you pivot with a question. “What changed?” You answer your own question: they stopped doing the wrong thing and started doing the right thing.

Then comes the line. “They were smart enough. They just needed the right system.”

“They were smart enough” is critical language. It tells the audience their capacity was never the problem, and the method was the problem. That puts the failure where it belongs, on the approach, not on the person.

The Mic Drop Moment

Now you end the opening.

The audience has been guided through a complete emotional arc. They’ve seen someone like them fail, they’ve seen that person find the one missing thing, and they’ve seen the result. They’ve been told it wasn’t a matter of intelligence or discipline, it was a matter of the right system.

And now they want to know what the system is, so you ask.

“Can I show you the system? Type YES in the chat.”

Then you wait and let the chat fill up. Read a few responses out loud, acknowledge them warmly, and then say, “Let’s go.”

And you transition into your Origin Story.

Here’s what that Mic Drop Moment actually achieves: the audience is no longer passively watching. They’ve asked for what’s coming next, so when you teach, they listen differently. They’re leaning forward instead of sitting back, and the whole rest of the webinar runs on different energy from that moment on.

The Stats Bridge (Optional)

If you have data, you can add a short stats bridge between the Fast Forward and the Mic Drop Moment. “And my case study isn’t a fluke. Over the last four years, we’ve worked with 400,000 people using this system. 90 percent of them report the same thing she did. She was just part of that 90 percent. She was just missing one thing.”

A few rules for the stats bridge:

Deliver the stats warm, not clinical. Not like you’re reading a slide, but like you’re sharing good news with a friend. “Honestly, I still get chills when I share this.”

Come back to the case study. After the stats, return to the person. “Sarah is part of that 90 percent, and she was just missing one thing.”

Don’t invent or exaggerate numbers. If you don’t have real data, skip the stats bridge entirely. The Missing Piece Story works without it.

Two Hard Rules

Before you write your draft, read these twice.

Rule one: Do not teach the system. You can name it and you can describe the transformation it creates, but you cannot explain how it works, what the steps are, or what’s inside the program. The teaching is in Secrets One, Two, and Three, and the Missing Piece Story is a hook.

Rule two: Do not put your own origin story here. Your origin story is the next section, and this chapter is about someone else. That’s what makes the audience project themselves into the story. An origin story in the first ten minutes positions *you* as the hero, while a case study positions *them* as the potential hero.

EXERCISE: WRITE YOUR MISSING PIECE STORY

You need your Foundation from Chapter 2 in front of you to do this exercise. You’ll be pulling in your new opportunity, your framework name, and your dream customer description.

Answer these seven questions. Don’t overthink it, first-draft your way through all seven, then go back and tighten.

1. Who is your case study?

Real person or clearly labeled composite. Name, brief background (two to three sentences). Remember, you want someone relatable, not impressive, a slightly more extreme version of your audience rather than a superhero.

Write your answer:

2. What did they try before? What did they struggle with?

Three to five specific failed attempts, and you should include competitor methods or popular alternatives. Each one should be something your audience has probably also tried.

Write your answer:

3. What was the emotional low point?

The specific moment they hit bottom, and it has to be concrete, visual, and specific. Not “she was frustrated,” but something you could describe like a scene in a movie.

Write your answer:

4. What is the ONE thing they were missing?

This is the name of your framework from Chapter 2. Confirm it. The phrase “missing ONE thing” is literal copy, so use it exactly.

Write your answer:

5. What did they already have RIGHT?

Before naming the one thing, you’ll validate what they already had working. Write out, “You have the exact right [X], [Y], and [Z].”

Write your answer:

6. What was the result, and how fast?

Use specific numbers and specific timeframes. “Three weeks later, she booked her first \$5,000 client” is right, while “Eventually, things got better” is wrong.

Write your answer:

7. Is there broader data you can share as a stats bridge?

This is optional. If you have real aggregate numbers like success rates, client results, or survey outcomes, list them here. If you don’t, skip it. Do not invent.

Write your answer:

Once you have all seven answers, draft the script. Use this structure:

The Welcome (optional, 1 to 2 minutes)

A brief acknowledgment that the audience showed up, a short introduction of yourself, and then a transition to, “But first, I want to tell you a story.”

Step One: Failed Before (2 to 3 minutes)

Introduce your case study, describe what they were trying to achieve, walk through the failed list one by one, and land on the emotional low point. Let it breathe.

Step Two: The One Thing (1 to 2 minutes)

“And then they found me.” Validate what they had right, and name your framework as a single named system. Do NOT teach it.

Step Three: Fast Forward (30 seconds to 1 minute)

“Fast forward [specific time] later...” Name the result, ask “What changed?” and deliver, “They were smart enough. They just needed the right system.”

Stats Bridge (optional, 30 seconds)

Deliver the data warm, and come back to the case study.

The Mic Drop Moment (15 seconds)

“Can I show you the system? Type YES in the chat.” Then wait, read a few responses, and say, “Let’s go.”

Target length: three to five minutes. Hard cap at ten minutes, and aim for 500 to 750 spoken words total. If your draft is longer than that, you’ve started teaching the system, and you need to cut.

Quality Check

Before you move on to the next chapter, make sure your Missing Piece Story passes all of these:

- The story is about a case study (someone else), not you.
- The failed list has three or more specific, named methods the audience will recognize.
- Competitor or alternative methods are included, not as attacks, as “also tried that.”
- The emotional low point is concrete and visual, not abstract.
- The exact phrase “ONE thing” is used. Literally, not paraphrased.
- The framework is presented as a single named system, not a list of tips.
- The “you have the exact right X, Y, and Z” validation is included.
- The Fast Forward has a specific, short timeframe.
- “They were smart enough. They just needed the right system” is in there.
- The story ends with “Can I show you the system?”
- The system is NOT taught. Only named.

- Your personal origin story is NOT in there. That's the next chapter.
- Total length is three to five minutes spoken, or 500 to 750 words.

If any of those fail, revise before you move on.

BUILD IT INSIDE MARKETINGSECRETS.AI

The Missing Piece Story workflow is built into MarketingSecrets.ai. Log in to have the AI walk you through these seven questions, pull in your voice profile, and generate both a bulleted outline and a full word-for-word script you can rehearse and deliver.

Log in: MarketingSecrets.ai

C H A P T E R F O U R

ORIGIN STORY AND THE NEW OPPORTUNITY

How You Reveal the System and Kill the Old Way

YOUR AUDIENCE JUST ASKED to see the system.

They typed YES in the chat, they're leaning forward, and they're no longer watching you out of curiosity. They've given you permission to teach them.

This is the single best moment in the entire webinar to waste, and most people waste it.

Here's what happens after the Mic Drop Moment: the natural instinct is to launch straight into teaching. "Okay, the system is called X, and it has three parts, and the first part is..."

Don't do that.

If you teach the system right now, you skip past everything that makes the teaching land. The audience still doesn't believe the Old Way is broken, they still don't trust that the new opportunity is legitimate, and they still don't know who you are or why they should listen to you. You'd be pouring your teaching into a bucket with no bottom.

The 10 to 25 minute mark isn't where you teach the system. It's where you do three things.

One, you kill the Old Way with math, data, and logic so clean the audience thinks, "I'd be dumb to keep doing it the old way."

Two, you introduce the new opportunity as a completely new vehicle. Not better, not faster, just different. A category shift.

Three, you tell your origin story, the reluctant hero version, the one where you started lower than the audience is today and figured it out anyway.

And at the very end, you have the audience claim a new identity. Hand on chest, say the words out loud, and type them in the chat. This is the commitment moment, and by the time they move into the Three Secrets, they're not an audience anymore. They're participants.

Ten to fifteen minutes, that's your time budget, and we'll break it into five phases.

The Five Phases of the Origin Story

Phase	Duration	What Happens
1. Big Result Hook + Headline	1 - 2 min	Headline goes on screen. Frame is set.
2. Vehicle Shift	3 - 5 min	Old Way dies. New Way is introduced.
3. Origin Story	4 - 7 min	Reluctant hero. Scene. Epiphany.
4. Rainmaker Proof	2 - 3 min	Borrowed authority. Case studies.
5. Identity Declaration	1 - 2 min	Hand on chest. "I am a _____. Transition.

Let me walk you through what each phase is doing.

Phase One: Big Result Hook and Headline Reveal

Your One Thing headline goes on the screen. You read it out loud, then you let it sit.

You say something like, "I know that might sound impossible. And if it does, that's actually a really good sign. Because it means you've never been exposed to what I'm about to show you."

You're doing two things here. First, you're naming the outcome your audience wants in the most precise language they'd use themselves. Second, you're setting the frame that what's coming is categorically

different from what they've seen before. "If this sounds too good to be true, good. You've never seen this."

This phase is short, running about one to two minutes. The headline does most of the work, and you just need to put it on screen, read it, and pivot into the Vehicle Shift.

Phase Two: The Vehicle Shift

This is where you kill the Old Way.

The Vehicle Shift is the logical argument. It's math, it's data, and it's structural proof that every alternative the audience has tried is mathematically or structurally broken.

Let me show you what this looks like.

When I'm teaching the **Perfect Webinar** to a room of entrepreneurs, I don't just tell them that one-to-many selling is better than one-to-one selling. I do the math out loud.

"At Grant Cardone's 10X event, there were 9,000 people in the room. If I'd tried to sell each of them one on one, in a 90-minute presentation each, it would have taken me 810,000 minutes. Working 40 hours a week, that's 6.49 years to have the same impact I had in a single 90-minute presentation. 6.49 years, versus 90 minutes."

That math doesn't just make one-to-many look better, it makes one-to-one look literally impossible. And that's the feeling you're after.

By the end of the Vehicle Shift, the audience should be thinking, "I'd be dumb to keep doing it the old way."

A few rules for this phase:

Name the Old Way methods explicitly. Don't be subtle. Every alternative your audience has tried gets named, with no attacking, just listing. "You've probably tried X. Maybe you've also tried Y. A lot of people try Z. Here's why every single one of those fails."

Find the shared structural flaw. Your audience has tried a lot of methods, so what do they all have in common? "Every diet manages hunger, and that's why they all fail, because hunger wins eventually." "Every social media strategy depends on the algorithm, so when the algorithm changes, your business changes." "Every willpower-based approach fights desire, and you can only fight so long before you lose."

Back it up with math or data. Actual numbers are better than feelings, so if you have research, a study, or a statistic, use it. "Five percent of people in traditional programs hit the goal. Ninety percent of people using this approach hit it. That's not a small difference, that's a category shift."

Introduce the new opportunity as categorically different. “The old way treats the symptom; the new way changes the root.” “The old way manages the problem; the new way dissolves it.” Your framing should make the Old Way feel not just worse, but a completely different category of thing.

Zero technobabble. This phase has to be fully accessible to someone hearing this for the first time. If a piece of jargon shows up, cut it or explain it with a kinda-like bridge. “This is kinda like if you kept trying to pour water into a bucket with holes in the bottom. You can keep pouring faster, or you can fix the bucket. The new way fixes the bucket.”

Phase Three: The Origin Story

Now you tell your story.

This is where most people who try to write webinars make the fatal mistake. They tell their origin story like a victory lap. “Here’s where I started, here’s what I built, here’s how amazing things are now.”

That’s not an origin story, that’s a highlight reel, and it’s the opposite of what you want.

The Perfect Webinar origin story is the reluctant hero version. You are not the hero who knew what to do, you are the person who had no idea what they were doing, tried everything, had nothing going for them, and somehow figured it out.

The key phrase is this: your starting point must be lower than the audience’s current position.

Read that again, lower than the audience’s current position.

If you start your story with, “So I was only making \$200,000 a year when this all began...” you’re done. The audience tuned out. They see you as someone who was already winning, and they can’t relate.

If you start your story with, “I was broke. My wife was working at \$9.50 an hour to pay our bills. We sold her CD collection, twenty years of music she’d been collecting, to the record exchange for \$120 to buy groceries. That’s where I started...” now the audience leans in. Now they think, “Wait, if this guy figured it out from there, maybe I can figure it out from here.”

The vulnerability is the whole point. You’re not trying to look impressive, you’re trying to look *reachable*. Your lack of advantages is the proof that anyone can do this.

Here’s the architecture of a strong origin story.

Set the scene. Where were you? What were you doing? What did your life look like? Use specific, visual details. Not, “I was struggling,” but something like, “I was sitting at my kitchen table at 2 a.m., staring at a pile of unpaid bills, wondering how I was going to tell my wife we couldn’t afford Christmas.”

Name the low point. The specific moment you hit bottom, the moment you thought, “I can’t keep doing this.” You want the audience to feel what you felt, so include physical sensations, internal dialogue, and emotion.

Tell the accidental discovery. The word “accidental” matters, because the audience has to believe this wasn’t a thing only super-smart people would find. It might be a random phrase, a client’s offhand comment, something you overheard at an event, or a data point you stumbled across. The moment the light came on.

Show the first result. What happened when you tried the new way for the first time? Use specific numbers and a specific timeframe. Not, “things started to work,” but something like, “I launched that funnel on a Tuesday night, and by Friday morning, I had \$3,200 in my PayPal account. I literally stared at the screen for ten minutes trying to make sense of it.”

Do NOT teach the framework here. You’re telling a story, not running a workshop. The teaching is in the Three Secrets, and the origin story just shows that the framework exists and that it transformed your life.

This whole phase runs four to seven minutes, so don’t rush it. The emotional connection you build here carries the audience through the rest of the webinar.

Phase Four: Rainmaker Proof

Here’s the problem with an origin story, even a great one. The audience hears your transformation and thinks, “Sure, it worked for him, but he’s different. He figured something out I can’t figure out.” The Rainmaker Proof phase fixes that, and you do two things here.

First, borrowed authority. This is a quote, a video clip, a study, or an endorsement from a third party your audience already respects. “This isn’t just me. Here’s what [recognized authority] says about this.” This cracks open the idea that the new opportunity isn’t just your opinion, and that it’s been validated by people the audience already trusts.

I use Warren Buffett clips when I’m teaching entrepreneurship, I use Myron Golden when I’m teaching speed of wealth, and I use Napoleon Hill when I’m teaching information publishing. The point is, borrowed authority takes the new opportunity from “this one guy says it works” to “this is how sophisticated people already think.”

Second, case studies of others. These are two to four short stories of other people who used your system and won, spanning different demographics, different starting points, and different industries. Each case study should cover a different “but what about me?” objection.

The case studies don't need to be full narratives, just a name, a starting point, and a result. "Meet Jim. Jim was 64 years old and had never built a funnel in his life. Three months after he went through our training, he launched his first funnel. Seven days later, he had 847 new customers." That's it, then move on to the next one.

Case studies do something your personal story can't do: your story shows possibility, while case studies show probability.

Phase Five: The Identity Declaration

Now you close the Origin Story with a commitment.

This is the moment your audience stops being spectators and becomes participants. It's small and it only takes about a minute, but it's one of the most powerful moments in the entire webinar.

You say something like this: "If you're ready to try something different, not a better version of what didn't work but something that works at a completely different level, I want you to do something with me."

Then you do the physical anchor, whether it's a hand on the chest, a hand on the heart, or a tap right here (whatever you chose in Chapter 2).

"Say it with me. *I am a [new identity].*"

Then you pause.

"Say it again. *I am a [new identity].*"

Then you ask them to type it in the chat.

Let the chat fill up, read a few out loud, and acknowledge them warmly. Then you transition.

"Okay. So now you understand the difference. But I know what you're thinking. You're thinking, *okay, I get it. But HOW?*

"There are three secrets I want to walk you through today. And by the end, I think you're going to see exactly why this is different and exactly why it can work for you."

Then you put your Three Secrets slide on the screen. You read each headline out loud.

"Secret number one..."

"Secret number two..."

"Secret number three..."

And then you say, “Ready? Let’s get into Secret Number One,” and you transition.

That’s the whole phase, just one to two minutes. It locks in the commitment, resets the energy, and sets up the next section.

The Tone Shift

One last thing before the exercise.

This whole chapter moves through three different emotional tones, and they have to sound like the same person moving between them, not three different people.

Phases One and Two are confident, analytical, almost prosecutorial. You’re making a case and killing the Old Way. Sharp, clear, and logical.

Phase Three is vulnerable, emotional, grounded. Your origin story is a confession, so slow down and let the low point breathe. Don’t rescue the moment too fast.

Phases Four and Five are warm, expansive, invitational. Rainmaker proof and identity declaration feel like welcoming people into a movement.

Practice these transitions out loud, because this is the section that needs the most rehearsal. If any of those tonal shifts sound forced, the audience feels it.

EXERCISE: WRITE YOUR ORIGIN STORY AND NEW OPPORTUNITY

You need your Foundation from Chapter 2 in front of you, especially your One Thing headline, your new opportunity name, and your identity label.

Answer these eight questions.

1. What did you look like at your rock bottom? And how is that LOWER than where your audience is today?

This is the most important question in this entire chapter. Be specific, vulnerable, and visual. If your starting point is higher than your audience’s current position, the whole story fails, so push yourself to be uncomfortably honest here. The more vulnerable, the stronger.

Write your answer:

2. What was the specific emotional low point? The moment you were sure you were done?

A scene, a moment, physical sensations, internal dialogue. The audience has to feel what you felt. Not “I was struggling,” but something like, “I was sitting in my car in the parking lot at Home Depot, staring at a check that was about to bounce, and I cried so hard I couldn’t breathe for about five minutes.”

Write your answer:

3. How did you accidentally discover the new opportunity?

“Accidentally” matters. It could be a phrase overheard, a random article, a client’s offhand comment, or a data point you stumbled across. The first moment the light came on.

Write your answer:

4. What is the math or data that proves the Old Way is broken?

Concrete numbers. If possible, do the same kind of math I do with the 9,000 people at 10X. Show the Old Way as not just worse, but structurally impossible. If there’s no math, find the shared structural flaw across every Old Way method your audience has tried.

Write your answer:

5. What specific results did you get when you started using the new opportunity?

Use numbers, timeframes, and before/after metrics. Not “things got better,” but something like, “I went from \$0 to \$1 million in 18 months,” or, “I went from drinking every night to not wanting any alcohol in 30 days.”

Write your answer:

6. Is there a borrowed authority you can use?

A quote, a clip, a study, or an endorsement from a third-party authority your audience already respects. This is optional but powerful. If there’s no borrowed authority that fits, rely more on case studies in Phase Four.

Write your answer:

7. Who are two to four case studies of OTHER people who used your new opportunity and got results?

For each one, include their name, starting point, what they tried before, and the result. Keep each story short, just a few sentences. Use diverse demographics and starting points so the audience sees their version of themselves in at least one.

Case Study 1:

Case Study 2:

Case Study 3:

Case Study 4 (optional):

8. Confirm your new identity label and physical anchor from Chapter 2.

Identity: "I am a ____."

Physical anchor: _____

Once you've answered all eight, draft the full script in the five-phase structure:

Phase One: Big Result Hook and Headline Reveal (1 to 2 minutes)

Put the headline on screen, read it out loud, and set the frame: "I know that might sound impossible..."

Phase Two: Vehicle Shift (3 to 5 minutes)

Name every Old Way method, deliver the math or structural flaw, kill the Old Way, and introduce the new opportunity as a categorical shift.

Phase Three: Origin Story (4 to 7 minutes)

Set the scene, name the low point, tell the accidental discovery, and show the first result. Do NOT teach the framework.

Phase Four: Rainmaker Proof (2 to 3 minutes)

Borrowed authority, plus two to four case studies.

Phase Five: Identity Declaration and Transition (1 to 2 minutes)

Hand on chest, "I am a ____." Say it twice, type it in the chat, and transition into the Three Secrets.

Target length: ten to fifteen minutes. Hard cap at eighteen minutes. Aim for 1,500 to 2,200 spoken words.

Quality Check

Before you move to Secret One, verify all of these:

- Your One Thing headline is on screen in Phase One.
- Every Old Way method is named, not vaguely referenced.
- The Vehicle Shift includes specific math, data, or structural logic. Not just opinion.
- Your starting point is LOWER than the audience's current position.
- The origin story includes scene, physical sensations, emotions, and internal dialogue.
- The emotional low point comes before the epiphany, not the other way around.
- The new opportunity is clearly a new vehicle. No "-er" words.
- Borrowed authority is included, or deliberately skipped.
- Two to four case studies, each with SPECIFIC details. Not generic praise.
- The identity declaration includes BOTH physical and verbal commitment.
- The Three Secrets headlines are previewed before the transition.
- There is a clean transition line: "Ready? Let's get into Secret Number One."
- Zero technobabble anywhere in the section.
- Total runs ten to fifteen minutes.

BUILD IT INSIDE MARKETINGSECRETS.AI

The Origin Story workflow is built into MarketingSecrets.ai. Log in to have the AI walk you through these eight questions, calibrate the tonal shifts to your voice profile, and generate both a bulleted outline and a full word-for-word script. The AI will also check your starting point against your audience's current position and flag it if you're not low enough, which is the single most common failure point in origin story writing.

Log in: MarketingSecrets.ai

CHAPTER FIVE

SECRET ONE

The Vehicle Belief

YOUR AUDIENCE JUST CLAIMED a new identity.

They've said the words out loud, they've typed them in the chat, and they're no longer watching a webinar. They're participating in one.

And now you have them exactly where you need them to start teaching.

But here's what the audience still doesn't believe. They've bought into you, they've bought into the vulnerability of your story, and they've bought into the idea that the Old Way is broken. What they still don't believe is that your *strategy* actually works.

Think about what's going through their head right now. "Okay, I hear you. You found something that worked for you. I'm willing to believe your math. But I'm not sure this strategy actually works. It sounds too good to be true."

That's the exact objection **Secret One** demolishes.

By the end of Secret One, the audience should be thinking one thing.

"Oh. That makes sense. I can see how this works mechanically. No wonder the Old Way failed. It was solving the wrong problem entirely."

If they get to that thought, Secret One did its job and you can move on. If they don't, you're going to lose them at the pitch, no matter how good your offer is.

What Secret One Is NOT

Before I tell you what to do, let me tell you what *not* to do, because Secret One is where most people write their first draft and completely blow it.

Secret One is NOT a full tutorial of how your system works. That's the single biggest mistake I see people make. They use Secret One to teach the whole thing step by step, thinking, "If I give them enough value, they'll buy." And then they're shocked when the audience leaves saying, "This was great. I can do this myself. No need to buy."

Secret One is NOT where you prove they can personally do it. That's Secret Two.

Secret One is NOT where you remove external obstacles. That's Secret Three.

Secret One is pure mechanism, the logic of *why* your vehicle produces the result. That's it.

The rule I keep repeating in this book (and I'm going to keep repeating because it's that important) is that your webinar teaches strategy, not tactics. Secret One is the chapter where that rule is easiest to break, and the most painful to break. Because when you over-teach in Secret One, you've already lost the sale, and you're only 40 minutes into a 90-minute webinar.

The Five-Component Structure

Every strong Secret One has five parts, in this order.

Component	Duration	Purpose
1. Hook + Framework Name	~1 min	Announce the framework. State the Big Domino.
2. Epiphany Bridge Story	3 - 4 min	The moment you SAW the mechanism.
3. The Strategy (High Level)	5 - 7 min	Teach the mechanism. Named steps. Diagrams.
4. Tactics Preview	2 - 3 min	A taste of execution, not enough to DIY.
5. Social Proof	1 - 2 min	One or two testimonials specific to this framework.

Total time: about fifteen minutes. Hard cap at eighteen. Let me walk you through each.

Component One: Hook and Framework Name

Your Secret One headline goes on the screen. You read it out loud, and then you do something that most people skip: you give your framework a proper name.

“The first secret is what I call [Framework Name].”

The name matters, because a proprietary name turns the framework into a *thing* your audience can remember, talk about, and reference. A generic description just dissolves into the rest of your content.

Give it a real name, short, preferably one to four words, something memorable. Like *The Hook-Story-Offer Framework*, or *The Epiphany Bridge*, or *Level Two Belief Change*, or *The 15-Minute Method*.

Then you pivot into the conventional wisdom contradiction.

“Everyone tells you to do X. I’m going to show you why that’s actually what’s been keeping you stuck.”

That contradiction is the hook. You just told your audience that what they’ve been taught their whole life is wrong, and you’re about to explain why. That’s irresistible.

This phase takes about a minute, so move fast.

Component Two: The Epiphany Bridge Story

Now you tell the story of how you discovered the mechanism of Secret One.

This is different from the Origin Story. The Origin Story was about *what* you discovered. The Epiphany Bridge Story is about *how* you discovered this specific piece.

Often it’s a narrower moment. A specific client. A particular failure. A moment you were working through a problem and suddenly saw the mechanism clearly for the first time.

The rule is: the audience has to have the same epiphany you had.

If you tell the story in a way that explains the lesson, the audience learns it intellectually. They nod. They think, “Makes sense.” And they forget it within thirty seconds.

If you tell the story in a way that puts them into the moment you had the epiphany, they feel it. They have the same “aha” you had. And they never forget it.

This requires four things.

Scene. Where were you? What did the room look like? What were you doing right before the moment? Use specific physical details.

Senses. What were you feeling in your body? Were you cold, hot, tired, or sweating? Physical sensations anchor the story in reality.

Emotion. What were you feeling, frustration, despair, exhaustion, or confusion? Name the emotions out loud.

Internal dialogue. What was the voice in your head saying? “I’m never going to figure this out.” “Why is this so hard?” “Maybe I should just quit.” Internal dialogue is the closest the audience gets to being inside your experience.

Here’s an example, because examples help. There’s a pattern I learned from studying storytelling. Imagine the scene where I had to tell my wife we couldn’t afford Christmas presents that year.

“I was sitting in a chair at the end of our couch. The kids were playing on the floor. I could hear them laughing, and I knew I had to get up and go start dinner. But I couldn’t. Because as I tried to stand up, I felt a shooting pain in my stomach, like a heart attack, but lower. And pressure coming down on my shoulders, like someone was sitting on my neck. My palms were sweating but I was freezing cold. All I could see were my hands. And I was thinking, *what am I going to tell my wife when she finds out I don’t have money for Christmas? What are the kids going to say tomorrow morning when Santa didn’t come?*”

That’s the level of detail the Epiphany Bridge Story needs. Your audience isn’t hearing that story. They’re *in* that moment with you. And when you pivot from that low point to the epiphany, they have the epiphany with you.

One more rule. The emotional low point has to come before the epiphany. Contrast creates impact. If you smooth over the low point to get to the insight faster, you kill the emotional payload.

Component Three: The Strategy (High Level)

Now you teach, but you teach strategy, not tactics. Let me define that one more time, because it’s the dividing line between webinars that convert and webinars that fall flat.

Strategy is the map from 30,000 feet. The shape, the logic, the named steps, the why.

Tactics are the turn-by-turn GPS. The exact click-by-click execution, the specific playbook.

In this phase, you teach the audience the map, not the GPS. You show them the route, the landmarks, and the destination, but you do not read them the street names.

The best way to do this is to teach the framework in **three to five named steps**.

The audience needs to see a *shape* to the strategy, a diagram, a simple doodle, a framework they can draw on a napkin and explain to a friend. That shape is what makes the framework sticky.

Some examples of what three-to-five named steps looks like:

The Hook-Story-Offer framework: first you Hook them with curiosity, then you tell a Story that delivers the insight, then you make an Offer that's the logical conclusion.

The 3-Phase Objection Architecture: first you Inoculate against objections during teaching, then you Pre-empt them during the offer, then you Resolve them in the Q&A.

The 5-Phase Missing Piece Story: Welcome, Failed Before, The One Thing, Fast Forward, Mic Drop Moment.

See the pattern? Named steps. Memorable, teachable, and sticky.

For each step, you do two things.

One, you explain what the step IS, the mechanism, the logic, the why.

Two, you use a kinda-like bridge. For every concept past third-grade level, use an analogy. "This is kinda like..." Kinda-like bridges are how you make complex ideas intuitive.

Here's an example. If I'm teaching the concept of funnel versus website, I don't explain it technically. I use a kinda-like bridge.

"A website is kinda like a store at the mall with 15 different entrances. People can come in anywhere, wander around, get distracted, and leave. A funnel is kinda like a straight hallway with one entrance and one door at the end. There's only one way in, one path through, and one place to go."

One sentence. Now the whole audience understands the concept. Without me explaining port numbers or opt-ins or conversion rates.

Every concept in Secret One needs a kinda-like bridge. If you don't have one, write one. If you can't write one, the concept isn't clear enough in your own head yet.

Component Four: Tactics Preview

This is the delicate part.

You've just taught the shape of the strategy, and now you give the audience a tiny taste of what execution looks like, without giving enough that they can DIY.

"Here's what this looks like in practice..."

Then you show them a quick example, a screenshot, a short walkthrough, or a specific scenario. Enough to prove the strategy is real, not enough to replicate it.

The test is this: when the audience watches the tactics preview, they should think, “Okay, I see it. I see how this would work. But I can’t quite figure out all the pieces myself. I need the system.”

If they think, “Okay, I got it, I can do this myself,” you went too far.

Leave gaps. Leave the how-to unfinished. The gaps are what make them want to buy.

Component Five: Social Proof

One or two testimonials tied specifically to THIS framework. Not to your overall program. To this specific piece.

For each testimonial, you want three things:

- Who they were before (with a specific limitation)
- What they did (using THIS framework)
- What they got (specific result, specific timeframe)

Picture plus quote, not video. Video slows down the momentum, so you want static images with crafted quotes.

After the testimonial, drop a cluster of three to five rapid-fire trial closes.

“Can you see that? Isn’t that something? Can you imagine if that was you? What would that change for you? Pretty cool, right?”

The trial closes do two things: they let the testimonial breathe, and they get the audience nodding out loud before you transition.

The Transition to Secret Two

Secret One ends with a clean handoff into Secret Two.

“So now you understand how the strategy works. But you might be thinking, ‘Okay, I get that it works. But can I do this? I’ve failed at so many things. What makes me different?’ That’s exactly what Secret Number Two is about. Let’s go.”

That’s the whole transition, preview the next objection, open the loop, and go.

A Hard Rule on Trial Closes

One thing I want to address before the exercise.

The older version of this training said to sprinkle “hundreds” of trial closes across your webinar, and you can ignore that.

When you actually write a script, you want **three to five trial closes per teaching section**. Not a hundred, not thirty, just three to five, and they should be natural, varied, and woven into the teaching.

Where to put them in Secret One:

- One after the framework name lands.
- One to two across the strategy teaching (after a step, not every step).
- One after the tactics preview.
- Three to five rapid-fire after the testimonial.
- One at the transition.

That’s about eight to twelve total across the section, which sounds like a lot on paper but feels natural in delivery. The test is this: does this sound like a conversation, or does it sound like a sales technique being executed? If it sounds like a technique, you’ve got too many, so cut them.

Variety matters more than volume. Never use the same trial close twice in a row.

EXERCISE: WRITE SECRET ONE

You need your Foundation from Chapter 2 and a clear articulation of the core strategic logic of your new opportunity. If you’re not 100 percent clear on the logic of why your vehicle works, go back and tighten Chapter 2 before you do this exercise.

Answer these seven questions.

1. What is the name of THIS specific framework or strategy?

It might be the same as your new opportunity name, or it might be a named sub-component. Either way, it needs to be short, memorable, and proprietary, preferably one to four words.

Write your answer:

2. What is the core strategic logic? Why does the vehicle work at a mechanism level?

Give me two to three sentences. Not, “it works because it’s better.” Something like, “Desire doesn’t respond to willpower. Desire responds to belief. When we change the subconscious belief, desire dissolves rather than gets suppressed.” This is what you’re teaching.

Write your answer:

3. What is the conventional wisdom in your market that your approach directly contradicts?

“Not social media. Funnels.” “Not more willpower. Less desire.” The contrast is the hook.

Write your answer:

4. What is the single biggest “aha” moment?

The realization that makes someone say, “I’ve been thinking about this completely wrong.” If your audience leaves Secret One with one sentence ringing in their head, what should it be?

Write your answer:

5. What’s your epiphany bridge story?

The specific moment you saw the mechanism clearly for the first time. A scene. Specific details. Physical sensations. Internal dialogue. Emotional low point before the epiphany.

Write your answer:

6. Describe your strategy in three to five named steps or components.

Each step or component gets a name. For each, write one sentence explaining what it is, and one sentence that’s a kinda-like bridge.

Step/Component 1: _____

What it is: _____

Kinda-like bridge: _____

Step/Component 2: _____

What it is: _____

Kinda-like bridge: _____

Step/Component 3: _____

What it is: _____

Kinda-like bridge: _____

Step/Component 4 (optional): _____

Step/Component 5 (optional): _____

7. What's one testimonial of someone who used THIS specific framework and got a result?

Name, starting point, what they did, what they got, timeframe.

Write your answer:

Once you've answered all seven, draft the script using the five-component structure.

Target length: about fifteen minutes. Hard cap at eighteen. Aim for 2,200 to 2,700 spoken words.

Quality Check

Before you move to Secret Two, verify all of these:

- Your framework has a proprietary name, repeated throughout the section.
- Your Secret One headline is on screen at the open.
- The Epiphany Bridge Story includes scene, sensations, emotion, and internal dialogue.
- The emotional low point comes BEFORE the epiphany.
- The strategy is taught in three to five named, memorable steps.
- Kinda-like bridges are used for every complex concept.
- The conventional wisdom is contradicted explicitly.
- The aha moment is stateable in one sentence.
- The tactics preview is specific but leaves the how-to unfinished.
- One or two testimonials are tied to THIS framework specifically.
- A rapid-fire trial close cluster follows the testimonial.
- Clean transition into Secret Two with an open loop.
- No full tactical walkthrough. The audience should want the product after, not think "I can DIY this."
- Zero technobabble.
- Total runs about fifteen minutes.

BUILD IT INSIDE MARKETINGSECRETS.AI

The Secret One workflow is built into MarketingSecrets.ai. Log in to let the AI walk you through these seven questions, pull in your voice profile, generate kinda-like bridges for any complex concept, and draft both a bulleted outline and a full word-for-word script. The AI will also run your draft against the strategy-versus-tactics test and flag any section where you're over-teaching.

Log in: MarketingSecrets.ai

C H A P T E R S I X

SECRET TWO

The Internal Belief

THIS IS THE MOST PERSONAL chapter in the entire webinar.

The audience has just been through Secret One. They believe your strategy works. They've seen the logic. They've had the aha. They're nodding, and then this quiet voice starts up in their head.

"Sure. It works. But I'm different. I've failed at so many things. Something is wrong with me. Even if this is different, I'll probably be the exception."

That voice is Secret Two's entire job. You're going to spend the next fifteen minutes turning it off.

By the end of Secret Two, the audience should be thinking one thing.

"My past failures weren't evidence that I'm broken. They were evidence that I was using the wrong tool. I can do this."

If they get there, Secret Three is easy and the Stack and Close is the obvious next move. If they don't, no amount of offer is going to save the webinar. Because even a great offer requires the belief that the buyer can actually use it.

Here's something important about this chapter. It's not really a teaching section. The presenter is not teaching. The presenter is *healing*.

The tone is warm, unhurried, and grounded. If this chapter starts to feel preachy, you've written it wrong. If it starts to feel like a sales technique, you've written it wrong. The right feeling is a trusted friend saying true things to someone who's been carrying shame for a long time.

That's the bar. Read back every line you write in this chapter and ask, "Does this sound like a trusted friend?" If it sounds like a motivational speaker or a guru, rewrite it.

The Six-Component Structure

Secret Two has six components. **The order matters more here than in any other chapter.** Specifically, the Failure Reframe must come first. Always first. No exceptions.

Here's why. The audience can't receive good news about the new approach until their shame has been named and reframed. If you skip the Failure Reframe, or move it later in the chapter, every other piece lands with less force.

Component	Duration	Purpose
1. Failure Reframe	~3 min	Name their shame. Flip: wrong tool, not broken person.
2. Simplification	~2 min	The bar is far lower than they think.
3. Capability Questions	~2 min	Stack micro-yeses about their ability.
4. Objection Case Study 1	~2 min	"Too far gone" type of story.
5. Objection Case Study 2	~2 min	"Life falls apart" type of story.
6. Objection Case Study 3	~2 min	"Too much pain" type of story.
Transition to Secret Three	~1 min	Name the external fear. Open the loop.

Target length: about fifteen minutes. Hard cap at seventeen.

Component One: The Failure Reframe

This is the emotional hinge of the entire chapter. And of the entire webinar, honestly.

You start by naming the internal fear out loud before the audience gets a chance to voice it.

"I know what some of you are thinking right now. You're thinking, *I hear you, I see the logic, I believe it works for other people... but I've failed at this so many times. There must be something wrong with me. Even if this is different, I'll probably be the exception.*"

Pause and let that sit.

You just said the quiet voice in their head out loud. You showed them you expected it, you were not surprised, and you've heard this before.

That acknowledgment alone lowers about half the resistance, because they've been carrying that thought alone, thinking they were the only one. And now they realize they're not, a whole webinar's worth of other people is carrying the same thought.

Next, you ask a trial close.

"How many of you are feeling that way right now? Type it in the chat."

Let the chat fill up. Watch the yeses come in. Acknowledge them warmly, then you flip the narrative.

"Here's what I want you to understand. Every single time you tried the old way, and it didn't stick... none of that was evidence that something is wrong with you. It was evidence that the tool was wrong."

Then you use an analogy. A kinda-like bridge for the wrong-tool reframe. Something like:

"Every method you've ever tried was a hammer. And you were trying to cut wood with it. Of course it didn't work. Not because you're weak. Because you had the wrong tool."

Or: "Every diet you've tried was a lid on a boiling pot. The pot kept boiling. I don't put lids on pots. I turn off the heat. You were trying to boil the pot down with willpower. What you needed was to turn the heat off."

The analogy is what makes the reframe stick. An abstract reframe just sounds like something a coach would say. An analogy makes the audience *feel* the difference.

Then you deliver two or three proofs. Specific reasons the tool was wrong, not the person.

Proof One: "Every time the desire came back, that was proof the old method was managing a symptom, not curing the root."

Proof Two: "Every time you succeeded for a month and relapsed, that was proof the approach was fighting your biology, not working with it."

Proof Three: "Every time the shame cycle made the next attempt harder, that was proof the whole framework was compounding the problem, not solving it."

Between each proof, drop a small trial close. "Does that land? Can you see how the desire returning was actually proof that you needed a different approach?"

This whole component runs about three minutes. Don't rush it. The emotional work happening here is doing more for your conversion than anything else in the chapter.

Component Two: Simplification

Now you collapse the perceived complexity of the new approach.

Your audience has been carrying a picture in their head of how hard this is going to be, willpower, discipline, hours of work, technical skill, personality traits they don't have, and money they don't have. You flip that picture.

"Here's what you think this requires: [Intimidating thing]. Here's what it actually requires: [Surprisingly small thing]."

The smaller the bar you can set, the better.

"You think this requires the willpower of a monk. It requires you to read one email a day."

"You think this requires decades of selling experience. It requires you to follow a 90-minute script."

"You think this requires being a natural salesperson. It requires you to press play on a video."

Whatever the equivalent is for your offer, say it, and make the bar feel achievable.

Component Three: Capability Questions

This component is unique to Secret Two. It's where you stack micro-yeses about your audience's ability.

You ask a series of capability questions. Each one is a yes/no question with an obvious yes. Each one is stated as a serious, genuine question, not a rhetorical one.

"Could you press play on a piece of content for fifteen minutes a day? That's a serious question. Could you?"

"Could you show up to a group call once a week?"

"Could you read one email every morning?"

"Could you let a system guide you through the steps in order?"

"Could you follow along with a video?"

Stack four to six of these. Each one obviously answerable yes. Each one reduces the perceived bar to something small.

By the time you're done, the audience has nodded yes in their head four to six times in a row. Each yes is a micro-commitment that they *can* do this.

You close with a commitment line. "That's all this actually requires. If you can do those things, you can do this."

Components Four, Five, and Six: The Objection Case Studies

Now you tell three stories. Each story addresses one of the three most common self-exclusion objections in your audience.

In personal transformation niches, these tend to be:

“I’m too far gone. I’ve been doing this too long. It’s too late for me.”

“Even if I change, my life will fall apart. My marriage, my friendships, my identity.”

“I’m in too much pain or crisis right now to take this on.”

In business or skills niches, the three dominant objections tend to be different. Things like:

“I’m not technical enough.”

“I don’t have an audience yet.”

“I’m too old for this.”

The principle is the same. Three stories, each covering a different self-exclusion.

For each case study, you tell a short, specific story.

Name the objection out loud first. “And I know some of you are thinking, *I’ve been at this too long. It’s too late for me.*”

Introduce the case study. Include their name, their age or situation, and the specific limitation that made them the most extreme version of that objection.

Tell what they did. Keep it brief and don’t narrate the whole journey, just the key moments.

End with a defining quote or moment, something they said, a specific result, or a specific image.

Drop a rapid-fire trial close cluster of two to four trial closes in a row. “If they could do this after [their limitation]... do you think it might be possible for you? What would it mean for [what they care about]? Do you believe me?”

Then move to the next story.

Never skip the trial close cluster. The story opens the door, and the trial closes walk the audience through it.

Each story is short, about two minutes. Don't linger, because the power is in the accumulation of three different stories covering three different objections. One great story isn't enough; you need the variety.

The Transition to Secret Three

Close Secret Two by naming the external fear that's coming.

"So that's Secret Two. Your failures weren't evidence you're broken. They were evidence the tool was wrong. The right tool requires only [minimal bar]. You felt it working. People just like you have succeeded."

Then a check-in trial close: "How are you feeling right now? More confident than when we started? Type yes if something shifted for you." After that, you name the external fear.

"Now. I know there's one more thing some of you are wondering about. You're thinking, *even if the strategy works, and even if I can personally do it... what about [external obstacle]?*"

Use their exact language.

"That's what Secret Three is about. And honestly, it's my favorite part, because [tease the counterintuitive insight of Secret Three]. Ready?"

And then you transition.

A Word About Trial Closes in This Section

Secret Two uses more trial closes per minute than any other section of the webinar. That's okay. That's the design.

Capability questions alone give you four to six trial closes. Then you have the trial closes between proofs in the Failure Reframe. Then three rapid-fire clusters after each Case Study. That adds up to ten or twelve total across the section.

That sounds like a lot, but they're all doing work. Each capability question is helping the audience commit to their own ability, each proof trial close is letting the reframe land, and each case study cluster is transferring the belief from the person in the story to the person watching.

The only rule is variety. Never repeat the same trial close in a row, and never sound like you're running through a script. Calibrate each one to the moment.

EXERCISE: WRITE SECRET TWO

You need your Foundation from Chapter 2 and your Secret One draft complete.

Answer these eight questions.

1. What is the exact internal doubt your audience has?

The specific thing they say to themselves at 2 a.m. Use their precise language. Not “self-doubt.” Something like, “I’m not disciplined enough,” or, “I’ve failed at everything I’ve ever tried,” or, “I’m too old for this.” The more specific, the more the audience will feel seen.

Write your answer:

2. What old-way methods have they tried that failed? And what’s the wrong-tool reframe?

List the methods. Then state the reframe: not evidence they’re broken, evidence the tool was wrong. Include a kinda-like bridge. “Every method you’ve tried was a [wrong tool], and you were trying to do [right job]. Of course it didn’t work.”

Write your answer:

3. What three proofs show the old way failing was the tool’s fault, not theirs?

Three specific things that prove the tool was wrong. Each proof tied directly to something they’ve experienced.

Proof 1:

Proof 2:

Proof 3 (optional):

4. What does the audience fear this approach requires? And what does it actually require?

State the contrast clearly. “You think this requires X. It actually requires Y.” The gap between the two is what makes the simplification land.

Write your answer:

5. What are your capability questions? List four to six.

Each one should be a yes/no question with an obvious yes, and each one should be serious, not rhetorical. You’re stacking them to create a series of micro-yeses.

Capability Question 1:

Capability Question 2:

Capability Question 3:

Capability Question 4:

Capability Question 5 (optional):

Capability Question 6 (optional):

6. Who is the “too far gone / been at this too long / too late” case study?

Include their name, specific limitation, what they did, the result, and a defining quote or moment.

Write your answer:

7. Who is the “my life will fall apart / relationships will suffer” case study?

Include their name, specific fear, what actually happened, and a defining quote.

Write your answer:

8. Who is the “in too much pain / crisis” case study?

Include their name, circumstance, what held them, and a defining quote.

Write your answer:

If your niche is not about personal transformation and the three objections above don't fit, use this instead: identify the three dominant self-exclusion objections in your market, then find a case study for each one.

Once you've answered all eight, draft the script using the six-component structure.

Target length: about fifteen minutes. Aim for 2,200 to 2,600 spoken words.

Quality Check

Before you move on to Secret Three, verify all of these:

- The Failure Reframe comes FIRST, before any other component.
- The internal fear is named out loud in the audience's exact language.
- The wrong-tool reframe includes a kinda-like bridge.
- Two to three specific proofs that it's the tool's fault, not theirs.
- The Simplification shows the actual bar is much lower than they fear.
- Four to six Capability Questions, each obviously answerable yes.
- Three Objection Case Studies covering distinct self-exclusion objections.
- Each case study has: name, specific limitation, result, and a defining quote or moment.
- A rapid-fire trial close cluster (two to four) after each case study.

- The tone is warm and grounded, not preachy.
- The transition names the external fear for Secret Three.
- Kinda-like bridges for every complex concept.
- No new tactical teaching in this section. This is about capability, not strategy.
- Total runs about fifteen minutes.

BUILD IT INSIDE MARKETINGSECRETS.AI

The Secret Two workflow is built into MarketingSecrets.ai. Log in to let the AI walk you through these eight questions, calibrate the warm, grounded tone to your voice profile, and check each line against the “does this sound like a trusted friend?” test. The AI will also flag any line that reads preachy, technique-y, or generic, and give you alternatives that feel more natural.

Log in: MarketingSecrets.ai

C H A P T E R S E V E N

SECRET THREE

The External Belief

HERE'S WHERE WE ARE. Your audience believes the strategy works (you handled that in Secret One), and they believe they personally can do it (you handled that in Secret Two).

And now you have one more objection category to demolish before you can move to the offer: the external stuff.

"I get it. The strategy works. I can do it. But my life is complicated. I don't have the time. I don't have the money. My spouse isn't on board. I don't have an audience yet. I don't have the right equipment. I'm not tech-savvy enough. My job is too demanding right now. The kids are young. I live in the wrong city."

That's the Secret Three objection, the external stuff, the world outside the audience's head that they believe will stop them.

By the end of Secret Three, the audience should be thinking one thing.

"There is literally nothing stopping me. I have no more excuses."

When they get to that thought, the Stack and the Close feel like the obvious next move. The audience wants to be handed a path. And you're about to give them one.

Why Secret Three Is Short

Secret Three is the shortest of the three Secrets.

Secret One ran about fifteen minutes, and Secret Two ran about fifteen minutes. Secret Three runs five to ten.

That's not because it's less important. It's because of two things.

Thing one: the audience is tired. You're about 50 minutes into a 90-minute presentation, and even the most engaged audience starts to dip at this mark. A long Secret Three is where webinars lose energy, but a short, counterintuitive Secret Three re-engages the room.

Thing two: less is more here. The audience doesn't need extensive teaching on external obstacles. They need you to name the obstacle, flip it, and move on. Dragging out Secret Three feels like filler.

Five to ten minutes is the sweet spot. Hard cap at twelve. Pre-teaching plus teaching has to fit inside 60 minutes total so the Stack and Close gets its full 30.

Why Secret Three Is Positioned as Counterintuitive

One strategic decision about Secret Three: always position it as the most counterintuitive, surprising, or backward of the three.

Open with, "This one surprised me," or, "The answer here is going to surprise you."

There are four reasons for this.

One, energy. A counterintuitive angle re-engages a fatiguing audience.

Two, fresh curiosity. The backward framing creates curiosity right when the audience's attention is drifting.

Three, memorability. Counterintuitive teaching sticks.

Four, positioning. It makes you look like someone who has insider knowledge that contradicts conventional wisdom.

You're not lying, you're just making sure the genuinely surprising part of your insight shows up first.

The Six-Component Structure

Unlike Secret Two, Secret Three's component order is flexible. But two things must happen before the transition to the Stack and Close: the Completeness declaration, and the Toothpaste Moment.

Component	Duration	Purpose
1. Missing Piece	~1 min	Name the external obstacle before they do.
2. Counterintuitive Angle	~1 min	"The answer is going to surprise you."

Component	Duration	Purpose
3. System / Process	3 - 5 min	The framework for overcoming the obstacle.
4. Proof	1 - 2 min	Short case studies of someone with THAT exact obstacle.
5. Completeness	~1 min	"You have everything you need."
6. Toothpaste Moment	~30 sec	"You can't unsee this."
Transition to Stack	~1 min	Two Paths. Permission to show the offer.

Let me walk through each.

Component One: Missing Piece

Name the external obstacle out loud.

"I know what some of you are thinking right now. You're thinking, *I hear everything you're saying. I believe the strategy works. I believe I can do it. But I don't have [specific external obstacle].*"

Use their exact language. Not "time in general," but something like, "I don't have time. I've got three kids under eight and a full-time job. When am I supposed to fit this in?"

Then validate. "And honestly, it makes sense you'd think that. That's a completely reasonable concern. Most of the people I've worked with started exactly where you are right now."

Notice what you did: you said the quiet thought out loud, you validated it, and you did not dismiss it. Now they're listening.

Component Two: The Counterintuitive Angle

Now comes the reveal.

"*This one surprised me too when I first figured it out. Because here's the truth. You don't need [what they think]. You need [surprising thing].*"

Here are a few examples.

“You don’t need more time. You have plenty. What you need is to find the fifteen minutes you’re already wasting.”

“You don’t need your spouse’s support. What you need is to stop asking for their permission.”

“You don’t need tech skills. What you need is a tool that was built for people who don’t have tech skills.”

“You don’t need an audience. What you need is a system that builds the audience for you, without you having to do any of it manually.”

The answer has to feel backward.

If your “answer” is generic productivity advice, it’s not counterintuitive and you need to push harder. Often the new opportunity you built in Chapter 2 has the counterintuitive solution built in, because the vehicle is *designed around* the obstacle, not despite it. If that’s true for your offer, lean into it.

Component Three: The System or Process

Now you teach the framework for overcoming the external obstacle.

Depending on your niche, this component takes two shapes.

In tool or business niches: a three-to-five step process.

“Here’s how this works. Step one, [named step]. Step two, [named step]. Step three, [named step].”

Each step is named, each step is mapped to the external obstacle, and each step is taught at the strategy level, not the tactical level. Remember the rule: strategy, not tactics.

In personal transformation niches: multiple specific fears resolved one by one.

“When I work with people who are afraid of this, here are the specific fears that come up most often. Fear one: ‘My social life will fall apart.’ Here’s what actually happens. [Collapse the fear.] Fear two: ‘I won’t be able to travel the same way.’ Here’s what actually happens. [Collapse the fear.] Fear three: ‘My friends will think I’m different now.’ Here’s what actually happens. [Collapse the fear.]”

Each fear is named, and each fear is collapsed specifically. You don’t try to argue the whole category, you handle them one at a time.

Either structure runs three to five minutes.

Component Four: Proof

One or two case studies of someone who had EXACTLY the obstacle you just addressed and still succeeded.

Keep them short and specific, name, obstacle, and result.

"Here's Maria. Maria had four kids under six, a full-time nursing job, and a husband who worked nights. She did this in 20 minutes a day. Here's what happened."

Or: "Here's James. James lives in rural Montana. His internet is terrible. He didn't let that stop him. Here's how he did it."

One or two is enough; don't stack more. The purpose is to anchor the system you just taught to a real person with the exact external constraint your audience is worried about.

End with a trial close. "Can you see how this removes the last thing in the way?"

Component Five: Completeness

This is the declaration that sets up the transition to the offer.

Enumerate, out loud, everything the audience has received from the webinar so far.

"Let me recap for a second. You now have the strategy. You understand why this works mechanically. That's Secret One. You have the capability. You've seen people just like you succeed, with worse starting points, and less going for them than you. That's Secret Two. You have the path through the external obstacles. You saw the system. You saw the proof. That's Secret Three. Which means... there is nothing. Nothing between you and [desired result], except the decision to start."

Say that last line slow and let it land.

You've just told the audience, out loud, that every possible objection has been addressed. Nothing is in their way, and the only remaining variable is their decision.

Component Six: The Toothpaste Moment

This is one line, just one memorable line.

"You can't unsee this," or a variant like, "The toothpaste can't go back in the tube," or, "Once you see the map, you can't unsee it."

The point is this: the audience has permanently changed their understanding of the problem. Going back to the Old Way now requires active self-deception, and they know too much to pretend they don't.

One line. Don't over-explain it, just let the audience feel it.

Then a small trial close. "Can you feel that? Does that land?"

The Transition to the Stack and Close: Two Paths

Now comes the handoff, and you give the audience two paths.

Path One (genuine and sincere): "Some of you are going to take everything you've learned today and go do this on your own. And I mean it when I say this. That's great. I'm rooting for you. I wrote the training this way specifically because I wanted to give you enough to go do this whether you ever buy anything from me or not. If that's you, go do it. I'd love to hear how it goes."

Path One has to be genuinely sincere. If it sounds dismissive, the audience feels it and closes off, so you have to actually mean it. You actually are okay with them doing it alone, because you know most of them won't, and the ones who do will come back to you later for the next step anyway.

Path Two (the invitation): "But some of you are thinking something different. You're thinking, *I get it. I believe it. I want this. But I want help.* If that's you, I have something really special I'd like to show you. Something we put together that takes everything we talked about today and turns it into a step-by-step, guided experience. Not another course. A path."

Then comes a pre-offer trial close.

"Would it be okay if I took a few minutes to show you what that looks like?"

Let the yeses come in.

"How many of you would love some help actually doing this?"

Let the yeses come in.

"If there was a way to make this whole process guided, supported, and structured... would you want to see it?"

Let the yeses come in.

Now the audience has actively asked to see the offer. They're not being sold to. They're being shown something they asked for.

"Okay. Let me show you what this looks like."

Transition into the Stack and Close.

A Word on Trial Closes in Secret Three

Secret Three uses fewer trial closes than the other sections. Three to four across the teaching, plus the three pre-offer trial closes at the end.

That pre-offer cluster is specific to this transition. Don't skip it. Those three yeses are what turn the Stack and Close from a pitch into a delivery of something the audience asked for.

EXERCISE: WRITE SECRET THREE

You need your Foundation from Chapter 2 and Secrets One and Two drafted.

Answer these six questions.

1. What is the number one external obstacle your audience blames?

Specific. Not "life stuff." Something like, "I don't have time." "My spouse won't support me." "I'm not technical." "I don't have an audience yet." One clear obstacle. This is the Missing Piece you name first.

Write your answer:

2. What is the counterintuitive angle?

Why is that obstacle actually NOT the obstacle they think it is? The reveal. Should feel backward or surprising. If it sounds like generic advice, push harder.

Write your answer:

3. What is the three-to-five step system (or set of resolved fears) that removes the obstacle?

Tool or business niche: a named 3- to 5-step process. Personal transformation niche: a list of 3 to 5 specific sub-fears, each named and collapsed one by one.

Step / Fear 1:

Step / Fear 2:

Step / Fear 3:

Step / Fear 4 (optional):

Step / Fear 5 (optional):

4. What proof do you have?

A case study of someone with EXACTLY that obstacle who succeeded. Keep it short and specific, name, obstacle, and result. One or two total.

Case Study 1:

Case Study 2 (optional):

5. What is the completeness declaration?

Enumerate what the audience has received from Secrets One, Two, and Three. State the logical conclusion: nothing is standing between them and the result, except the decision to start.

Write your answer:

6. What is the Two Paths transition?

Write Path One (sincere encouragement to do it alone), write Path Two (invitation to see the offer), and confirm the three pre-offer trial closes.

Path One:

Path Two:

Pre-offer trial close 1:

Pre-offer trial close 2:

Pre-offer trial close 3:

Once you've answered all six, draft the script using the six-component structure plus the transition.

Target length: 5 to 10 minutes. Hard cap at 12. Aim for 1,000 to 1,500 spoken words.

Quality Check

Before you move on to the Stack and Close, verify all of these:

- The opening frames Secret Three as counterintuitive ("this one surprised me" or equivalent).
- The external obstacle is named in the audience's exact language.
- The reveal feels genuinely backward or surprising, not generic.
- The System is three to five named steps (tool or business) or specific fears collapsed one by one (personal transformation).
- At least one case study with the EXACT obstacle, succeeding anyway.

- The Completeness declaration enumerates strategy, capability, and no barrier.
- The Toothpaste Moment is present. One memorable line.
- Path One of the Two Paths transition is genuinely sincere.
- Three pre-offer trial closes at the end.
- Total runs five to ten minutes.

BUILD IT INSIDE MARKETINGSECRETS.AI

The Secret Three workflow is built into MarketingSecrets.ai. Log in to let the AI walk you through these six questions, find a genuinely counterintuitive angle if yours is too generic, and check your Path One for sincerity. The AI will also check the total runtime of your webinar at this point and confirm you're staying under the 60-minute pre-teaching cap.

Log in: MarketingSecrets.ai

C H A P T E R E I G H T

THE STACK AND THE CLOSE

Your Thirty Minutes to Present the Offer

BEFORE I LEARNED THE STACK AND CLOSE, I would finish a webinar with about \$30,000 in sales and feel pretty good about it.

After I learned it, my sales jumped to \$180,000 in a single presentation. Same room, same offer, same audience, just a different close.

I tested removing the Stack one time and sales bombed. I put it back and sales crushed again. I'm never going to sell again without doing the Stack and Close, and I say this all the time: the only reason to not use it is if you hate money.

Here's what's really interesting about this section. It's the longest, it's the most complex, and it's the one people most often over-write.

Ninety percent of first-draft Stack and Close sections I see run sixty to ninety minutes instead of thirty. Every time. Without fail.

The reason is that there's a specific mistake people make, and I'm going to tell you exactly what it is and how to avoid it before you write your draft. Because if you write a ninety-minute Stack and Close, you're not going to fix it in editing. You're going to throw it out and start over, and I've seen it happen too many times.

Let's build this correctly the first time.

What the Stack and Close Actually Does

The Stack and Close is a specific architecture designed to anchor your price against the cumulative value of your entire offer, not against the last thing you mentioned.

Here's the problem with how most people present offers.

Most people reveal their offer like this:

“Here’s my program. Inside the program, you get the main training, plus these three bonuses. And today, it’s just \$997.”

That sounds fine, but there’s a problem. The human brain only remembers the *last* thing you said, so when you reveal the price, the audience’s brain is comparing the \$997 to the third bonus, the smallest, least impressive thing in the offer.

The price feels high because they’re comparing it to the wrong anchor.

The Stack fixes this with a cumulative slide that grows as you reveal each element. After element one, the slide shows element one. After element two, the slide shows elements one and two, plus a running total. After element five, the slide shows all five elements plus a big total, and then you reveal the price.

Now the audience’s brain is comparing the \$997 to the *entire stack*, eight or ten or twelve thousand dollars of value. The price feels like a steal.

Same offer, same bonuses, different anchor, and massively different conversion.

That’s what the Stack does.

The Ten-Phase Structure

The Stack and Close has ten phases, and each one has a specific job. You can cut hard within a phase, but don’t skip phases.

Phase	Duration	Purpose
1. Permission Transition	~1 min	Ask permission to present the offer.
2. Offer Introduction	~1 min	Name the offer. Tease the structure.
3. Stack Element 1 (Hero)	5 - 6 min	FULL R.E.P. story. This is the engine.
4. Stack Elements 2 through 5	8 - 10 min	Mini-R.E.P. each. Cumulative slide after each.

Phase	Duration	Purpose
5. The Peak	~2 min	Total value + cost of not buying + workshop anchor.
6. If/All Statements + Price Reveal	~2 min	Three if/all yeses. Then the price.
7. Guarantee	~2 min	30-day risk reversal. Decide later reframe.
8. Fast Action Bonus	~2 min	Real urgency. Exploding bonus.
9. Recap + Step-by-Step CTA	~2 min	Full stack recap. Exact enrollment steps.
10. Final Push	~3 min	Social proof parade. Water metaphor. Final call.

Target total: thirty minutes. Hard cap at thirty-five.

The Replication Cost Rule

Here's the single biggest reason first-draft Stack sections run too long.

Every stack element gets a Replication Cost story (sometimes called a R.E.P. story) for Realization, Effort, and Proof.

Realization: The specific moment you realized this element had to exist.

Effort: The itemized receipt of what it cost to create.

Proof: Two or three sentences showing it works.

When I first taught this, I told presenters to do a full R.E.P. story for every single element. That's what the old version of this training said, which sounds good in theory, but in practice it's what makes the Stack and Close run 90 minutes.

Here's the rule now.

Only the hero element, Element One, gets the full R.E.P. treatment. Two to three minutes, full story, and the audience feels the weight of what went into it.

Every other element gets a mini-R.E.P. of 30 to 60 seconds. One sentence of Realization, one sentence of Effort or uniqueness, and one sentence of Proof. That's it, three sentences per non-hero element.

If you try to write a full R.E.P. for all five elements, your Stack runs 25 minutes just on R.E.P. stories and you have no time for anything else. And by element three, the audience is tuning out because it feels like you're doing the same thing over and over.

The hero gets the emotional heavy lifting. The rest of the elements sell themselves because they're *stacked* together in the cumulative slide, not because each has its own three-minute story.

This is the single biggest lever for keeping the Stack and Close inside thirty minutes, so apply it ruthlessly.

Phase One: Permission Transition

You've just come out of Secret Three with Path One and Path Two, and the audience asked to see the offer.

You acknowledge the yeses, read a few out loud, and then you set the frame.

"Okay. I'm honored. Really. Here's what I'm going to do. I'm going to spend the next few minutes walking you through exactly what we put together. Not a sales pitch. Just a here's-what-you-get walkthrough. And then you can decide if it's right for you. Is that fair?"

Wait for yeses, and thank them warmly.

"Let me show you what this looks like."

Phase One takes about a minute.

Phase Two: Offer Introduction

First, you name the offer.

"What I'm about to walk you through is called [Offer Name]."

Then you tease the structure. “It has five core components. Each one is designed to solve a specific challenge that people face when they’re doing this work. I’m going to walk you through each one, show you why it exists, and tell you exactly what you get. Sound good?”

Wait for yeses.

“Ready? Let’s go.”

Phase Two takes about a minute.

Phase Three: Stack Element One (the Hero)

This is the biggest piece of the Stack, running about five to six minutes.

You introduce the first element.

“The first thing you’re going to get when you invest today is [Element Name].”

Notice the language: *when you invest today*. Not *if you buy*. From this moment forward, you’re talking as if the audience has already decided, because many of them have.

Then you deliver the full R.E.P. story.

Realization. Tell the specific story of the moment you realized this element had to exist. Name the person, the situation, and what went wrong without it. Make it a scene, not a statement.

Effort. Itemize the receipt, years spent, dollars invested, degrees earned, mistakes made, experts consulted, and tests run. Use specific numbers wherever possible, and let the weight of the effort land.

Proof. Two to three sentences, name, result, and timeframe. Show that the element works.

After the R.E.P., you deliver the features, benefits, and pain removal.

Features: Here’s what you’re getting.

Benefits: That means you’ll be able to.

Pain removal: You can get rid of.

Then comes your first testimonial, the core offer testimonial, someone using the hero element, in picture-plus-quote format.

Then a rapid-fire trial close cluster of three to five. “Isn’t that incredible? Can you imagine doing that yourself? What would that change for you? Pretty cool, right?”

Then the stack slide. “So that’s the first thing you get. [Element Name], valued at \$X.”

Phase Three runs five to six minutes, so do not rush it. This element is the engine of the whole offer.

Phase Four: Stack Elements Two Through Five

Now you move fast.

For each element:

“The second thing you’re going to get is [Element Name].”

Then a mini-R.E.P. of three sentences.

“We added this because we kept seeing [X] happen to our students.”

“It took our team about six months to build this out properly with our internal engineering team.”

“Here’s [Name] who used this piece and got [specific result].”

That’s it, now move on.

Next comes the features, benefits, and pain removal, and you keep this quick.

Optionally, add a testimonial, especially for Element Two and Element Three, where you should hit the other two false-belief categories. Element One had a Vehicle testimonial. Element Two or Three should have an Internal testimonial (someone who doubted they could do it), and Element Three or Four should have an External testimonial (someone with an external obstacle).

Three testimonials total, spread across the stack. Not one per element.

Then comes the updated stack slide, cumulative, with the running total.

Move to the next element.

Eight to ten minutes total for Phase Four. Not twenty, not thirty, just ten.

Phase Five: The Peak

Now you reveal the total value.

“Let me show you what all of this is worth when you add it up.”

Put the total value slide on screen. “Total value, [total number].”

Let it sit for a second. Then you do something most people skip: you anchor against the cost of *not* buying.

“Now let me ask you a question. What is it costing you right now to stay where you are? Another year of [the problem they showed up with]. Another year of [the emotional pain]. Another year of [the financial cost]. I’d argue it’s costing you a lot more than this program.”

Then you anchor against the workshop price, the highest price this content has ever been sold at in another format, like a live event, mastermind, or one-on-one coaching equivalent.

“We’ve sold this exact content at a live event for [workshop price]. People paid that. And they were grateful they did.”

Now the audience has three anchors in their head: the stack total, the cost of not buying, and the workshop price, all of them higher than what you’re about to reveal.

Phase Five takes about two minutes.

Phase Six: If/All Statements and Price Reveal

Now come the three if/all statements, one for each false-belief category.

“If all this did was [Vehicle result: prove the strategy works], would it be worth [smaller number]? Yes or no?”

Then you wait.

“If all it did was [Internal result: prove you can do it], would it be worth [smaller number]? Yes or no?”

Wait again.

“If all it did was [External result: remove the obstacle], would it be worth [smaller number]? Yes or no?”

Wait one more time.

Three explicit yeses, and then you reveal the price.

“Your investment today: \$[price].”

That’s it. No drumroll, no theatrics. The price is revealed like it’s a fact, not a surprise.

If you have a payment plan, mention it immediately after. *“Or three payments of \$[amount] if that works better for you.”*

Phase Six takes about two minutes.

Phase Seven: Guarantee

This is your risk reversal.

State the guarantee clearly. Most people use a 30-day money-back guarantee, some use a 60-day, and some use a results-based guarantee. Whichever you use, state it simply.

"You're covered by our 30-day guarantee. If, in the first 30 days, this isn't exactly what I said it was, you contact our team and we give you every penny back. No questions, no hoops, no small print."

Then comes the decide-later reframe, and this is important.

"You don't have to decide today whether this is right for you long-term. All you have to decide today is one thing: *might* this work for me? That's it. You're not committing to it. You're taking a look. The real decision, the keep-it-or-refund-it decision, is 30 days from now, after you've been inside."

That frame does something powerful. It lowers the weight of the decision: the decision isn't "spend \$997," the decision is "try this for 30 days." The audience can say yes to the second one a lot faster than the first one.

Then the "I don't need your money" frame. "Honestly, I don't need your money. We're doing well. This program runs whether you join today or not. I'm telling you this because I genuinely believe it's the right move for some of you. The only way it works is if it's right for you. That's why the guarantee exists."

Phase Seven takes about two minutes.

Phase Eight: Fast Action Bonus

This phase is about real urgency.

The fast action bonus has to be a genuine constraint, not fabricated and not manufactured scarcity. If you fabricate urgency, your audience sees through it and your trust erodes permanently.

Real constraints look like this:

"We have 50 coaching slots available this month. That's all our team can handle."

"The next cohort starts Monday. After Monday, we don't open enrollment again until [specific future date]."

"The first 100 people get the bonus call with me directly. After that, you still get everything in the program, you just don't get my call."

Whatever the constraint is for your offer, state it clearly.

Then update the stack slide to include the fast action bonus.

Phase Eight takes about two minutes.

Phase Nine: Recap and Step-by-Step CTA

Quick recap of the full stack, including the fast action bonus.

“So here’s everything you get today.”

Run through the elements fast: element one, element two, element three, element four, element five, fast action bonus, total value, investment today, and guarantee. Then comes the step-by-step enrollment.

“Here’s exactly what to do right now. Go to [URL]. You’re going to see a page with everything we just talked about. Scroll down, enter your information, and complete your enrollment. The moment you do, you’ll get immediate access to [what they get immediately]. You’ll be placed in [what group or onboarding they go into]. You’ll get the link to [first thing they attend or receive]. And if you’re a fast-action enrollee, our team will reach out to schedule your [personal onboarding or call].”

Be specific, hand-hold, and leave no ambiguity.

“You can start your first day of content tomorrow morning. Earbuds in, coffee in hand, and you’re in.”

Phase Nine takes about two minutes.

Phase Ten: Final Push

This is the last three minutes.

Here’s where you do a short social proof parade with three to five more testimonials in picture-plus-quote format, each one diverse, with different starting points, different demographics, and different industries.

After the parade, deliver a short closing.

“I want to leave you with one thought. You have two choices. You can close this browser tab and go back to what you were doing before. Some of you will do that. And that’s fine. I wish you well. Or you can do something different right now. You can commit to the thing you’ve been thinking about for [time period] and finally take the step. The only way this works is if you take the step. I can’t take it for you. Go to [URL]. Do it now. I’ll wait right here while you enroll.”

Leave the final CTA slide up, showing the stack, total value, price, URL, and countdown clock.

Do not take that slide down. It stays up through the Q&A, it stays up through the social proof parade that follows, and it stays up until the countdown hits zero.

Phase Ten takes about three minutes.

The “Hey Honey” Test

One final thing before the exercise.

Your final CTA slide has to pass the “Hey Honey” test.

The test is this: can someone screenshot your final slide, show it to their spouse, and have their spouse understand what the offer is without any additional explanation?

If yes, the slide works. If no, simplify it until it does.

A lot of attendees (especially the higher-value ones) will screenshot that slide and text it to their spouse before they buy. If the slide doesn’t tell the whole story, they don’t buy, simple as that.

Stack, total value, price, URL, countdown, that’s all that’s on the slide. Nothing else. No clever tagline and no motivational quote, just the information someone needs to decide.

EXERCISE: WRITE YOUR STACK AND CLOSE

You need your Foundation from Chapter 2 and all three Secrets drafted.

This exercise has more questions than any other in the book. Don’t try to answer them all in one sitting, spread this exercise across two or three work sessions of about forty-five minutes each.

Offer Architecture

1. What is the full name of the program or offer?

This is what you say when you first introduce it. “What I’m about to walk you through is called ____.”

Write your answer:

2. Confirm the five or more Stack Elements and their values from Chapter 2.

Element one should be the hero. Verify order.

3. What is the total stack value and the actual price?

Total should be roughly 8 to 12 times the price.

Total stack value: \$

Your price: \$

4. What is the workshop anchor price?

The highest price this content, or similar content, has ever been sold at in a live or in-person format. Must be truthful and substantiated.

Workshop anchor price: \$

Workshop format:

Hero Element R.E.P. Story

5. Realization. What specific moment made you realize Element One had to exist?

Name the person. Name the moment. Describe what was happening without this element and what went wrong.

Write your answer:

6. Effort. What did it cost to create this?

Itemize the receipt. Specific numbers.

Write your answer:

7. Proof. Two to three sentences. Name, result, timeframe.

Write your answer:

Mini-R.E.P. for Other Elements

8. For each of Elements Two through Five (or Six), give me three sentences.

One sentence each for R, E, and P.

Element 2 mini-R.E.P.:

R: _____

E: _____

P: _____

Element 3 mini-R.E.P.:

R: _____

E: _____

P: _____

Element 4 mini-R.E.P.:

R: _____

E: _____

P: _____

Element 5 mini-R.E.P.:

R: _____

E: _____

P: _____

Three Testimonials

9. Vehicle testimonial.

Someone whose result proves the strategy works.

10. Internal testimonial.

Someone who doubted they could do it personally, and did.

11. External testimonial.

Someone with an external obstacle who succeeded anyway.

Close Mechanics

12. What is your fast action bonus? And why is it genuinely limited?

Real scarcity. If you can't name a real constraint, work on this before you write the script. Never fabricate.

Write your answer:

13. What are the specific terms of your guarantee?

Write your answer:

14. What is the exact enrollment URL?

The URL you'll say 30+ times during Q&A. Must be short, memorable, and easy to type.

URL:

Once you've answered all fourteen, draft the script using the ten-phase structure. Use the language of assumption throughout ("when you invest," not "if you buy"). Update the stack slide after every element. Keep the hero element's R.E.P. full. Keep every other R.E.P. short.

Target length: about thirty minutes. Hard cap at thirty-five. Aim for 4,500 to 5,500 spoken words.

Quality Check

- Phase One asks permission explicitly before launching the offer.
- The hero element (Element One) gets the FULL R.E.P. story.
- All other elements get only a mini-R.E.P. (three sentences each).
- Cumulative stack slide shown after EVERY element.
- Three testimonials total, covering Vehicle, Internal, and External.
- The Peak includes total stack value, cost of not buying, and workshop anchor.
- Three If/All Statements before the price reveal.
- The price is revealed with "Your investment today" (not "the price is").
- 30-day guarantee with decide-later reframe.
- Fast action bonus has REAL scarcity. Not fabricated.
- Updated stack slide after the fast action bonus.
- Step-by-step enrollment instructions. Specific URL. What happens when they click.
- Final CTA slide passes the "Hey Honey" test.
- Social proof parade in the final push. Three to five diverse testimonials.
- Language of assumption throughout.
- Total runs about thirty minutes.

BUILD IT INSIDE MARKETINGSECRETS.AI

The Stack and Close workflow is built into MarketingSecrets.ai. Log in to let the AI walk you through these fourteen questions, enforce the full-R.E.P.-only-for-the-hero rule, and keep the section under thirty minutes automatically. The AI will also test your final CTA slide against the “Hey Honey” test and flag any missing piece, plus check your fast action bonus for fabricated scarcity.

Log in: MarketingSecrets.ai

C H A P T E R N I N E

OBJECTION HANDLING AND THE Q&A

The Second Close, Where 90% of Sales Actually Happen

FOR MY FIRST TEN OR TWELVE YEARS of selling from stages, I did something that cost me more money than any other single mistake.

I would finish my pitch, reveal the price, and end the presentation.

“Here’s the offer. Here’s the URL. Thanks for being here. Go buy if you want. See you later.”

I thought that was how it worked. You pitch, you show the offer, you close, and you go home.

Then one day, just as an experiment, I decided to keep going after the price reveal. Ten or fifteen minutes of what I started calling *after-selling*, where I handled some objections, mentioned the guarantee again, and ran through a few more testimonials.

When I pulled the data, I nearly fell out of my chair.

Ninety percent of my sales came from *after* the price reveal. Not from the pitch itself, but from the Q&A.

Nine out of ten buyers needed the post-pitch section to finally pull the trigger. For a decade, I’d been leaving 90 percent of the money on the table.

This chapter is about making sure you never do that.

The Mindset Shift

Most presenters view the post-pitch Q&A as a gauntlet of skepticism they have to survive, but that’s the wrong frame.

The Q&A is not an annoying afterthought. It’s not a bonus round, and it’s not the part of the presentation where you wait for hostile questions and try not to blow it.

The Q&A is the second close, and it's the more profitable one.

Here's why it works.

The people who bought during the pitch were people who were 80 to 90 percent ready to buy before the webinar started. They needed permission and a clear path, you gave them both, and they bought.

The people who haven't bought yet are people who are 60 to 70 percent ready. They like the offer, they like you, and they have one or two specific concerns they haven't resolved yet. They need the Q&A.

And here's the kicker: the 60-to-70-percent-ready buyer is often your *better* customer. They're more analytical, more thoughtful, and higher-value in the long run. The pitch-buyer bought fast because they were already convinced, but the Q&A buyer bought carefully because they were doing the work.

Both are great, but the second close is where the real volume happens.

So from this point in the webinar forward, you're not performing a Q&A, you're running a second close.

The Countdown Clock Secret

Before I tell you what to say in the Q&A, I want to tell you what to put on screen: a thirty-minute countdown clock.

I tested different clock durations, a 10-minute clock, a 15-minute clock, a 30-minute clock, and a 45-minute clock.

Every time I used a clock under 30 minutes, the same thing happened. Sales stopped the moment the clock hit zero.

With a 30-minute clock, sales continued the entire 30 minutes.

The clock is urgency, the clock is the reason people keep buying, and the clock is what justifies you continuing to sell after the pitch.

Use a 30-minute countdown clock embedded as a video file in your final CTA slide. It starts the moment you finish your pitch and transition into Q&A, and it stays up the entire time.

Some presenters extend the Q&A to 60 or 90 minutes when engagement is high, and that's fine. Just make sure the clock is still counting something. As long as there's urgency on screen and sales are still coming in, you keep going.

The Three Core Objections

Every objection your audience has is a variation of one of three root concerns.

Objection	Root Concern	How You Reframe
I don't have the money	Price vs. value perception	The cost of not buying is higher. Payment plans. Investment vs. expense. What's another year of the old way costing you?
I don't believe it'll work for me	Self-doubt about personal capability	The social proof parade. People with less going for them have succeeded. The system works regardless of the individual.
I don't believe it'll work right now	Timing, circumstances, readiness	The best time was yesterday. Second best is today. Waiting compounds the cost.

Every question you'll ever get in a webinar Q&A is a variation of one of those three.

Your job is to cycle through them, from different angles, using different stories, across the full 30 minutes. Each time you address one, you follow with a call to action, then you address the next from a different angle, then another call to action, then another angle, then another call to action.

QVC does this on TV, question, answer, close, question, answer, close, that rhythm over and over for half an hour. That's your Q&A.

Do Not Read Live Chat

This is a hard rule: never read the live chat for questions during your Q&A.

I know that sounds counterintuitive. You're on a live webinar, people are typing questions, so why wouldn't you read them?

Because trolls exist, because negative comments derail momentum, and because one jerk typing something inflammatory in the chat, while you're reading it out loud to the whole audience, can kill your close.

Instead, pre-build your questions (I'll show you how in a second).

If you do a live webinar and want real questions mixed in, have someone else (a team member, your spouse, anyone who's not you) filter the chat and surface two or three good questions to you. Never look at the chat yourself. You get in a groove, and nothing throws you off your groove like accidentally catching a hostile comment mid-pitch.

The Pre-Built Question Technique

Here's how you fill 30 minutes.

Build fifteen to twenty pre-written questions into your slides in advance. You click through them one at a time, as if someone just asked them, you answer each one, you close, and you move to the next one.

Every two to three questions, you do a full URL redirect. "If that was your concern, and you're ready, go to [URL] right now. Grab your spot before we close this down." Then you go to the next question.

Where do these questions come from? From reality, from things you've actually been asked before.

If you've run this webinar before, pull the top questions from prior Q&As, from DMs, and from sales call objections. If you haven't run it before, brainstorm the questions that come up most often in sales calls for this offer, price questions, payment plan questions, format questions, time commitment questions, platform questions, specific situation questions, guarantee questions, "Can I start next month?" questions, and "Does this work for [my specific situation]?" questions.

Fifteen minimum, twenty is better.

The A-P-R-C Formula

For each question, use this four-beat structure.

A - Acknowledge. "That's a great question," or, "I get that," or, "That's fair," or, "Yeah, that comes up a lot." Validate the concern before you address it.

P - Positive Reframe. Redirect the objection into a benefit or context. “Here’s why that’s actually the perfect reason to move forward...”

R - Resolve. Answer the question with substance, not platitudes. Use specifics.

C - Close. A micro-commitment or URL. “Does that answer it? Grab your spot at [URL].”

Every single answer ends with the URL, every single one, with thirty or more URL mentions across the Q&A. This repetition is how the URL sticks in the audience’s head and how buying becomes automatic rather than a decision.

The “You’re Probably Thinking” Technique

Here’s a technique that doubled a webinar I was running a few years ago.

After the standard Q&A, an objection handling expert jumped in and said, “Hey, I’ve been sitting here for two hours. I wrote down questions that came to my mind. Can I address them?”

For the next two hours, he said things like:

“When Russell was talking about [X], you were probably thinking [objection], right? Well, here’s the thing...”

And then he resolved the concern.

We more than doubled sales in those two extra hours.

That’s the “You’re Probably Thinking” technique.

The technique works because you’re surfacing objections your audience hasn’t voiced yet. They’re thinking it, but they haven’t typed it. You read their mind, name the concern, and resolve it, all without them having to speak up.

Here’s how you implement it.

After your pre-built questions are done, you say, “You know what, while we were going through this, I wrote down some things I bet you’re thinking about. Let me address them.”

Then you go through five to seven unvoiced objections, one at a time, each one with the same pattern.

“Some of you are probably thinking, *[unvoiced objection in their exact words]*, right?” Pause. “Here’s the thing...”

Then you resolve it, end with the URL, and move to the next one.

The “You’re Probably Thinking” section often delivers more conversions than the pre-built questions, because it catches the objections people wouldn’t voice but would use silently to talk themselves out of buying.

The Social Proof Parade

After the pre-built questions and the “You’re Probably Thinking” section, you run one more proof block. Five or more testimonials, in picture-plus-quote format, back to back.

Each one covers a different “but what about me?” scenario, spanning different ages, backgrounds, industries, timelines, obstacles, and starting points.

You’re not trying to prove the product works one more time (you already did that in the Stack). You’re trying to prove that *every version* of your audience has succeeded, young, old, technical, non-technical, fast-mover, slow-mover, skeptical, or enthusiastic. Someone like them has been through this and won.

After the parade, a rapid-fire trial close cluster: “Can you see yourself in any of those stories? Any one of those speak to your situation? Can you imagine that being you in 90 days?” Then back to the URL.

The Final Push and Hypnotic Future Pacing

This is the last two or three minutes, which is how you close out the webinar.

You paint a picture of the audience’s life 90 days from now, if they enroll today. Specific, sensory, and present tense.

Not, “You’ll be more successful.” Something like this:

“It’s Tuesday morning, 90 days from now. You wake up. You grab your coffee. You open your laptop and look at your inbox. And for the first time in however long, you see something that used to feel impossible. [Specific detail they care about]. You smile. You call your spouse over. You show them the screen. They look at you with that look you’ve been wanting to see. That *I’m proud of you* look. And you think, *holy crap. I actually did this.*”

Make it theirs, make it specific, and make it sensory. Then you close.

“That’s available to you. If you choose it tonight. Go to [URL]. I’ll wait right here while you enroll.”

Hold the final CTA slide, wait for a beat, and thank them warmly.

“I hope to see you inside.”

That's your webinar.

EXERCISE: WRITE YOUR Q&A AND OBJECTION HANDLING

You need your Foundation from Chapter 2 and the entire pre-pitch webinar drafted (Chapters 3 through 8).

Answer these six questions.

1. What is the exact enrollment URL?

Keep it short, memorable, easy to type, and phonetically simple to say aloud.

URL:

2. What is the countdown clock duration? Default is 30 minutes.

Countdown duration:

3. What are the top 15 to 20 pre-built questions your audience asks?

Think about price questions, payment plan questions, format questions, time commitment questions, “will this work for my specific situation” questions, guarantee questions, tech questions, and “can I start next month instead” questions. If you haven’t run this webinar before, brainstorm from sales calls, DMs, and the objections the Three Secrets addressed.

Write at least 15:

Question 1:

Question 2:

Question 3:

Question 4:

Question 5:

Question 6:

Question 7:

Question 8:

Question 9:

Question 10:

Question 11:

Question 12:

Question 13:

Question 14:

Question 15:

(add more as you think of them)

4. What are 5 to 10 additional testimonials beyond the three in the Stack?

These are for the Social Proof Parade. Use diverse demographics, starting points, and obstacles, all in picture-plus-quote format. Each one should address a distinct “but what about me?” scenario.

Write at least 5:

5. What are three to five unvoiced objections for the “You’re Probably Thinking” section?

These are the things your audience thinks silently but won’t type in the chat. Examples include, “I’m not sure I’m disciplined enough,” “What if my situation is different?” “What if my spouse won’t support this?” and, “What if I’ve waited too long?”

Unvoiced objection 1:

Unvoiced objection 2:

Unvoiced objection 3:

Unvoiced objection 4 (optional):

Unvoiced objection 5 (optional):

6. Write the hypnotic future pacing script.

What does your audience’s life look like 90 days from now if they enroll today? Make it specific, sensory, and present tense. This is the final emotional anchor before you say goodbye.

Write your answer:

Once you’ve answered all six, draft the full Q&A script.

Target length: 30 or more minutes. Open-ended. Aim for 4,500 to 6,000 spoken words for the 30-minute version. Scale up as needed.

Use this structure:

Phase One: Clock Start and Frame (1 minute). Start the 30-minute countdown clock, set the expectation, and deliver the first URL mention.

Phase Two: Pre-Built Questions (20 minutes). Work through 15 to 20 questions using A-P-R-C, with a full URL redirect every 2 to 3 questions.

Phase Three: “You’re Probably Thinking” (10 minutes). Work through 5 to 7 unvoiced objections, each one named, resolved, and closed.

Phase Four: Social Proof Parade (5 minutes). Present 5-plus diverse testimonials, followed by rapid-fire trial closes.

Phase Five: Final Push and Hypnotic Future Pacing (2 minutes). Deliver the 90-days-from-now script, final URL, and a warm close.

Quality Check

- 30-minute countdown clock referenced at the open.
- Enrollment URL spoken 30 or more times across the section.
- 15 to 20 pre-built questions using A-P-R-C structure.
- URL redirect every 2 to 3 questions.
- Questions cover all three core objection categories (money, belief, timing).
- “You’re Probably Thinking” section addresses 5 unvoiced objections.
- Social Proof Parade has 5 or more diverse testimonials.
- Every answer acknowledges before reframing.
- Hypnotic future pacing is sensory, specific, present tense.
- No live chat reading. Pre-built only.
- Final CTA slide stays up the entire section.
- Fast action bonus re-mentioned at least twice during the Q&A.
- Guarantee re-mentioned at least once.
- Warm closing. No hard-sell panic at the end.

- Total runs 30 or more minutes.

BUILD IT INSIDE MARKETINGSECRETS.AI

The Objection Handling workflow is built into MarketingSecrets.ai. Log in to let the AI help you brainstorm your 20 questions from your offer, pre-write the A-P-R-C answers, and time your Q&A script to match your 30-minute countdown exactly. The AI will also check for URL repetition frequency and flag if you're not saying it enough or if you're saying it in a way that feels robotic.

Log in: MarketingSecrets.ai

C H A P T E R T E N

THE COMMITMENT

HERE'S THE TRUTH about the Perfect Webinar.

The framework is simple, four phases, three Secrets, one new opportunity, one stack, and one close. You can learn it in a weekend, and you just learned it in this workbook.

The hard part is not the learning. The hard part is writing your version, delivering it once, and then doing it again the next week, and the week after, and the week after that. For a year. Fifty-two weeks in a row.

That's the part most people skip, and that's why most people who learn this framework never get the results they should.

Let me tell you something that happened right after I wrote my first Perfect Webinar script.

I scheduled two webinars back to back on the same day, one in the morning and one in the afternoon. About 600 people signed up for the morning one.

I delivered it and felt kind of rusty. A few transitions didn't land, I forgot a slide, and I fumbled the price reveal. It felt okay but not great.

When we tallied up the sales, we'd done about \$30,000. Which was fine. But I walked away thinking, "I should have done better. That didn't feel clean."

So I did something that became one of my most important habits.

I exported every comment from the webinar chat. Every single one. And I started reading through them, looking for moments where people asked the same question, looking for moments where I lost people, and looking for confusion.

I found patterns. A question about the bonus was coming up over and over. Three different people got confused about how the payment plan worked. One slide was making everybody ask the same clarifying question, which meant I wasn't explaining it clearly.

I took my slides and I tweaked them. I added a slide here and I rewrote a transition there. I rewrote the bonus explanation to pre-handle the question. Small surgery, twenty minutes of editing, then I went and delivered the afternoon webinar.

Same script (tweaked), same offer, different result.

You do this every week for a year and something magical happens. The rough edges disappear, the transitions get cleaner, and you learn the rhythm. You can feel when the audience is about to ask a question and answer it before they do, and you handle objections you never knew existed until the third, fifth, or eleventh time you delivered the same presentation.

That's when the close rate goes from 5 percent to 10 percent to 15 percent to 30.

The framework does the heavy lifting, and the reps do the refinement.

Live First, Then Automate

A lot of people ask me if they can just record the Perfect Webinar once and set it to run on autopilot forever. Eventually, yes, but not yet.

Here's the rule. Do your webinar live every week for 52 weeks before you automate it. One full year, fifty-two deliveries.

Three things happen during those 52 weeks that can't happen any other way.

First, you get the reps. By week 30, you know your script so well you don't need the slides. You know every transition by heart, you know every pause, and you know every question that's going to come up in the Q&A before anyone types it. That kind of mastery only comes from reps.

Second, you get the data. Every live webinar, you export the chat, you read the comments, you find the gaps, and you tweak the slides. After 52 iterations, your script isn't yours anymore, it's your audience's. You've removed every confusion, answered every question, and resolved every objection that ever came up in a live room.

Third, you build a script that converts higher than anything you could write in a vacuum. No amount of planning produces a 30-percent-close-rate webinar. You can only get there with reps, because live audiences find problems you would never find on paper.

Then, after 52 weeks, you record the final polished version. And that recording, delivered to a cold audience in an automated funnel, converts at rates you can't believe.

That's the path: live for a year, then automate. Not the other way around.

Tell the Same Stories. For Years.

One more thing.

When people first learn this framework, they feel like they have to keep coming up with new stories, new case studies, and new angles. Every week, a new webinar.

That's wrong.

The Perfect Webinar is not a new presentation every week. It's the *same* presentation every week, same stories, same case studies, same Secrets, same Stack.

I've told the same origin story for over a decade, the same Liz Benny story, the same funnel versus website comparison, the same client results, and the same testimonials.

Repetition is not a bug, it's the point.

The reason you tell the same stories for years is that your audience is new every time. People who watched your webinar in January aren't watching it in March. New people are, and they're hearing your stories for the first time, the way someone in 2003 heard the same Tony Robbins story you might hear today.

The stories don't wear out, but *you* wear out on them. That's a different problem, and the solution to that isn't new stories. It's getting over the feeling that your audience is bored of your material. They aren't. They just met you.

Tell the same stories for years, until they're part of who you are.

Make It Yours

The Perfect Webinar framework is the savior, but the framework alone is not enough.

Everyone who uses this framework uses the same structure, Missing Piece Story, Origin Story, Three Secrets, Stack, Close, Q&A. Every Perfect Webinar has those parts, in that order, for the reasons we've talked about.

What separates the webinars that convert at 5 percent from the webinars that convert at 30 percent is the authenticity inside the structure.

Your case study is yours, and nobody else has it. Your origin story is yours, and nobody else lived it. Your new opportunity is yours, along with your framework name, your stack elements, your testimonials, your voice, and your rhythm. Yours.

The structure is a skeleton, and your life is what puts flesh on it.

When you write this webinar, do not try to sound like me, and do not try to sound like anyone. Try to sound like *you*. If you wouldn't say a line out loud to a friend, don't write it. If a story feels borrowed, ditch it for one of your own. If your voice sounds scripted, rewrite it until it sounds like you talking.

The Perfect Webinar framework works for me because I've made it mine. It'll work for you once you make it yours.

Your Next Step

Everything in this workbook is a framework, and frameworks only work when you use them.

Your next step is simple. Go back to Chapter 2 and finish your Foundation if you haven't already. Then go back to Chapter 3 and write your Missing Piece Story. Then Chapter 4, then Chapter 5, then Six, Seven, Eight, Nine.

One chapter at a time, one draft at a time.

When you have all nine drafts done, run through the scoring rubric in Appendix A. Rate every section, rewrite anything below a 7, rate it again, and then go deliver the thing.

Go live, in front of people, with real stakes. Make sales, make mistakes, export the comments, iterate, and then do it again next week.

The Perfect Webinar doesn't start working the moment you finish the script. It starts working the moment you start delivering it, and it keeps getting better every time you do.

Let's go.

BUILD IT INSIDE MARKETINGSECRETS.AI

Your complete Perfect Webinar workflow is built into MarketingSecrets.ai. Log in to let the AI walk you through every chapter, draft every section in your voice, score your full script against the rubric in Appendix A, and help you iterate between deliveries. If you don't have an account yet, get your free trial at MarketingSecrets.ai.

Log in: MarketingSecrets.ai

A P P E N D I X A

THE PERFECT WEBINAR SCORING RUBRIC

A Self-Assessment You Run Before You Deliver

HERE'S HOW TO USE this rubric.

Once you've drafted all nine sections of your Perfect Webinar, sit down with the rubric and score your script honestly. Every item gets a 1 to 10, and any item that scores below 7 is a section you rewrite before delivery.

Don't cheat yourself. The audience doesn't grade on a curve, and a 5 out of 10 in a critical section can tank a 90-minute webinar. Most underperforming webinars have two or three specific weak points, and until you find them and fix them, conversion stays flat.

Run this rubric after the first draft, after the first revision, and after the first live delivery. Score changes over time as you iterate, and that's the whole point.

Section 1: Missing Piece Story (0 – 10 min)

#	Criterion	Score (1 – 10)
1	The story is about a case study, not me	
2	The case study is relatable, not impressive (slightly more extreme version of the audience)	
3	The failed list includes 3 or more specific named methods	
4	Competitor or alternative methods are named in the failed list	
5	The emotional low point is concrete and visual, not abstract	

#	Criterion	Score (1 - 10)
6	The exact phrase “ONE thing” is used, literally	
7	The framework is presented as a single named system	
8	The “You have the exact right X, Y, Z” validation is included	
9	The Fast Forward has a specific, short timeframe	
10	“They were smart enough. They just needed the right system” is included	
11	The ending is the exact phrase, “Can I show you the system?”	
12	The system is NOT taught. Only named.	
13	My personal origin story is NOT in this section	
14	No screenshots, revenue flexing, or sob-story framing in the first 10 minutes	
15	Total length is 3 to 5 minutes (500 to 750 words)	

Section Average: _____ / 10

Section 2: Origin Story + New Opportunity (10 – 25 min)

#	Criterion	Score (1 - 10)
1	My One Thing headline is on screen in Phase One	
2	Every Old Way method is named specifically, not vaguely	
3	The Vehicle Shift includes specific math, data, or structural logic	
4	My starting point is LOWER than the audience’s current position	
5	The origin story has scene, physical sensations, emotions, and internal dialogue	
6	The emotional low point comes BEFORE the epiphany	

#	Criterion	Score (1 - 10)
7	The new opportunity is clearly a new vehicle. No “-er” words	
8	Borrowed authority is included, or deliberately skipped	
9	Two to four case studies with SPECIFIC details	
10	The identity declaration includes BOTH physical AND verbal commitment	
11	The Three Secrets headlines are previewed at the end	
12	Clean transition line: “Ready? Let’s get into Secret Number One.”	
13	Zero technobabble	
14	Total runs 10 to 15 minutes (1,500 to 2,200 words)	

Section Average: _____ / 10

Section 3: Secret One (The Vehicle)

#	Criterion	Score (1 - 10)
1	The framework has a proprietary name, repeated 5+ times	
2	The Secret One headline is on screen at the open	
3	The Epiphany Bridge Story includes scene, sensations, emotion, and internal dialogue	
4	The emotional low point comes BEFORE the epiphany	
5	The strategy is taught in 3 to 5 named, memorable steps	
6	Kinda-like bridges are used for every complex concept	
7	Conventional wisdom is contradicted explicitly	
8	The “aha” moment is stateable in one sentence	
9	The tactics preview is specific but leaves the how-to unfinished	

#	Criterion	Score (1 - 10)
10	1 to 2 testimonials tied to THIS framework specifically	
11	A rapid-fire trial close cluster (3 to 5) follows the testimonial	
12	Clean transition to Secret Two with an open loop	
13	No full tactical walkthrough (audience wants the product after, not “I can DIY”)	
14	Zero technobabble in Components 1 to 3	
15	Total runs about 15 minutes (2,200 to 2,700 words)	

Section Average: _____ / 10

Section 4: Secret Two (The Internal)

#	Criterion	Score (1 - 10)
1	The Failure Reframe comes FIRST, before any other component	
2	The internal fear is named in the audience's exact language	
3	The wrong-tool reframe includes a kinda-like bridge	
4	2 to 3 specific proofs that it's the tool's fault, not theirs	
5	The Simplification shows the actual bar is much lower than they fear	
6	4 to 6 Capability Questions, each obviously answerable yes	
7	Three Objection Case Studies covering distinct self-exclusion objections	
8	Each case study has: name, specific limitation, result, defining quote	
9	A rapid-fire trial close cluster (2 to 4) after each case study	
10	The tone is warm and grounded, not preachy	
11	The transition names the external fear for Secret Three	

#	Criterion	Score (1 - 10)
12	Kinda-like bridges for every complex concept	
13	No new tactical teaching in this section (capability, not strategy)	
14	Total runs about 15 minutes (2,200 to 2,600 words)	

Section Average: _____ / 10

Section 5: Secret Three (The External)

#	Criterion	Score (1 - 10)
1	The opening frames Secret Three as counterintuitive	
2	The external obstacle is named in the audience's exact language	
3	The reveal feels genuinely backward, not generic advice	
4	The System is 3 to 5 named steps (or specific fears collapsed one by one)	
5	At least one case study with the EXACT obstacle, succeeding anyway	
6	The Completeness declaration enumerates strategy + capability + no barrier	
7	The Toothpaste Moment is present (one memorable line)	
8	Path One of the Two Paths transition is genuinely sincere	
9	Three pre-offer trial closes at the end, each varied	
10	Total runs 5 to 10 minutes (1,000 to 1,500 words)	

Section Average: _____ / 10

Section 6: Stack and Close

#	Criterion	Score (1 - 10)
1	Phase One asks permission before launching the offer	
2	The hero element (Element 1) gets the FULL R.E.P. story	
3	All other elements get only a mini-R.E.P. (3 sentences each)	
4	Cumulative stack slide shown after EVERY element	
5	Three testimonials total (Vehicle + Internal + External)	
6	The Peak includes total value + cost of not buying + workshop anchor	
7	Three If/All Statements before the price reveal	
8	Price revealed with “Your investment today” language	
9	30-day guarantee with “decide later” reframe	
10	Fast action bonus has REAL scarcity, not fabricated	
11	Updated stack slide after the fast action bonus	
12	Step-by-step enrollment instructions with URL	
13	Final CTA slide passes the “Hey Honey” test	
14	Social proof parade with 3 to 5 diverse testimonials	
15	Language of assumption throughout (“when you invest” not “if you buy”)	
16	Total runs about 30 minutes (4,500 to 5,500 words)	

Section Average: _____ / 10

Section 7: Objection Handling and Q&A

#	Criterion	Score (1 - 10)
1	30-minute countdown clock referenced at the open	

#	Criterion	Score (1 - 10)
2	Enrollment URL spoken 30+ times across the section	
3	15 to 20 pre-built questions using A-P-R-C structure	
4	URL redirect every 2 to 3 questions	
5	Questions cover all three core objections (money, belief, timing)	
6	"You're Probably Thinking" section addresses 5 unvoiced objections	
7	Social Proof Parade has 5 or more diverse testimonials	
8	Every answer acknowledges before reframing	
9	Hypnotic future pacing is sensory, specific, present tense	
10	No live chat reading. Pre-built only	
11	Final CTA slide stays up the entire section	
12	Fast action bonus re-mentioned at least twice	
13	Guarantee re-mentioned at least once	
14	Warm closing. No hard-sell panic at the end	
15	Total runs 30 or more minutes	

Section Average: _____ / 10

Overall Webinar Scoring

Section	Section Average
Missing Piece Story	_____
Origin Story + New Opportunity	_____
Secret One (Vehicle)	_____

Section	Section Average
Secret Two (Internal)	_____
Secret Three (External)	_____
Stack and Close	_____
Objection Handling and Q&A	_____

Overall Webinar Score: _____ / 10

Interpreting Your Score

Below 6.0. Do not deliver this webinar yet, because multiple critical sections need rewriting. Start with your lowest-scoring section, rewrite, rescore, and repeat until every section is at 7 or above.

6.0 to 7.4. You're close. You have a working draft, but there are two or three specific weak spots that will hurt conversion. Find them, rewrite them, and run it again.

7.5 to 8.4. Ready to deliver live, so go do it. Export the chat, find the gaps live audiences expose that you can't find on paper, and iterate.

8.5 to 9.4. Strong webinar. Expect 10% to 15% close rates if the offer is right, and keep iterating after every delivery.

9.5 plus. Elite. Sustained 15% to 30% close rates are achievable here, especially after you've run the webinar live weekly for a year and you've polished every transition.

Remember the benchmarks:

5 percent close rate = a good webinar that needs refinement.

10 percent close rate = scalable to seven figures.

15 percent plus close rate = elite performance.

30 percent plus close rate = world-class.

A 30 percent close rate requires every element of this framework in place. Every ENN triggered, a new opportunity clearly different from improvement, a proper Stack and Close with cumulative slides, a hero

R.E.P. story, three testimonials at the core, a 30-minute countdown Q&A, and all three core objections addressed multiple ways.

The “Pretend It Failed” Stress Test

One last exercise. After you’ve scored your draft, run this stress test:

Imagine you just delivered this webinar and it completely failed. Zero sales. Nobody bought. Nothing.

Ask yourself, honestly:

- What was the weakest part of the webinar?
- What would a cynical prospect say was wrong with the offer?
- What would make someone regret buying?
- What was the value-to-price ratio missing?
- What one addition would have made the offer impossible to say no to?

Answer each question honestly. Your answers are your next rewrite list.

If you run this stress test before you deliver, you preempt the failure. If you run it after a real live failure, you use the actual data from the room instead of imagining it.

Either way, the test forces you to see the webinar the way your audience sees it, not the way you want it to be seen.

Run it every time you iterate. That’s how a 7 becomes a 9, and that’s how a 9 becomes a 10.

Now go build it.



THE MOST PERFECT WEBINAR

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