

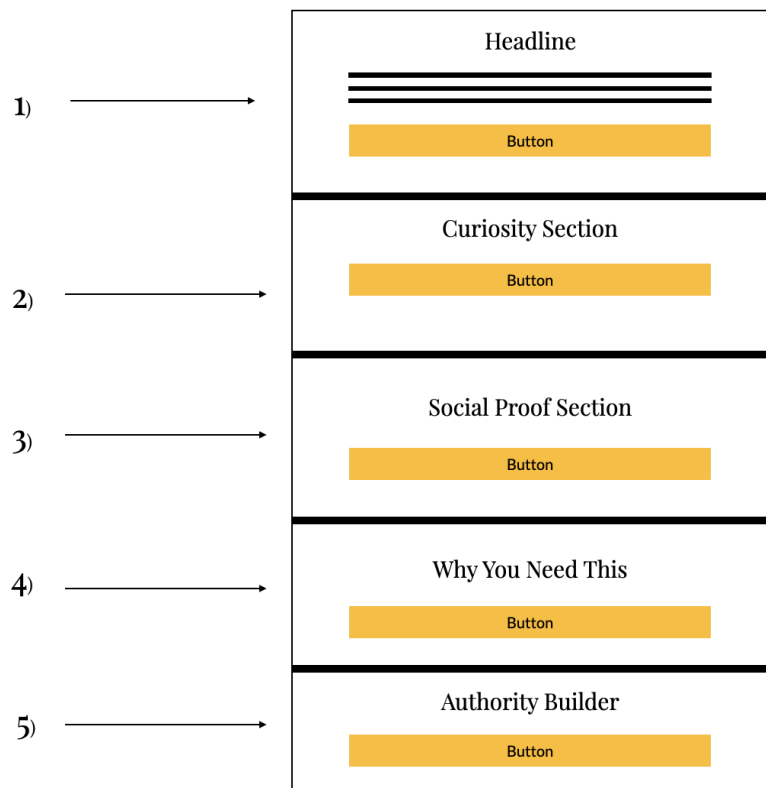
# Webinar Optin Page

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The goal of the Webinar Optin Page is to get people to sign up for a video presentation. This template is best used for webinars, challenge funnels, and VSLs funnels.

## The Page Flow

- 1) Hook
- 2) Curiosity Section
- 3) Social Proof Section
- 4) Why You Need This
- 5) Authority Builder



## Part 1: The Hook Section

The goal of this section is to hook the viewer and grab their attention so they want to sign up or want to read on. With the hook section, you want to use a strong headline, subheadline, and clear CTA.

## Section Template

Attn: [Target Market]

How You Can [Benefit] Without [Thing They Don't Want To Do]

[Button] - Watch The Free Training

## Example



The image shows a dark-themed promotional graphic for 'The Scaling Effect'. At the top center is the logo 'THE SCALING EFFECT' with a small upward-pointing arrow. Below the logo, the text 'Attn: Coaches, Experts & Course Creators' is centered. The main headline is '"3 Simple Steps To Scaling ANY Coaching Program, Online Course Or Service...' in large, bold, white font. Below the headline, a sub-headline reads 'WITHOUT Having A Massive Following, Using Complicated Funnels Or Spending Hours Posting On Social Media"'. In the center of the graphic is a circular portrait of a smiling man with a shaved head, wearing a blue button-down shirt. At the bottom center, there is a yellow rectangular button with the text 'Watch The Free Training' in white.

## Part 2: Curiosity Section

In this section, you want to give the reader compelling reasons why they should sign up for your webinar. This is best done through the use of at least 5-7 curiosity-driven bullet points. Use the bullet formulas below to come up with your own bullets.

## Section Template

Here's A Fraction Of What You'll Learn In This Free [Training/Masterclass/Webinar etc]

- Discover how to [result] without [doing thing they don't want]
- Learn how to [result] in [timeframe] so you can [big result]
- Understand why [common held belief] is wrong – and why this approach could cause you to fail
- Remove the [Big Problem] so you can [result]
- The TRUTH About how [big benefit]

[Button] – Watch The Free Training

## Example

Here's A Fraction Of What You'll Learn In  
This Free Masterclass

- .....
- ✓ The **TRUTH** About How Coaches, Experts & Course Creators Can Consistently Attract All The Customers/Clients They Can Handle On Autopilot...

## Part 3: Social Proof (Optional)

If you've got some testimonials or social proof, here's where you want to include them.

### Section Template

Does My Training Really Work...?

Don't take my word for it...

[Images of testimonials]

[Button] - Watch The Free Training

### Example

Does My Training **Really Work...?**  
*Don't Just take my word for it...*

Watch The Free Training

This is a 100% Free On Demand Training.  
No Credit Card Required

## Part 4: Why You Need This

*In this section, you want to give the reader more compelling reasons why they should sign up for your webinar. We do this through the use of bullets. You want to use at least 5-7 bullets.*

## **Section Template**

This is a must-attend if..

- If you're a [Target market] and you've been struggling with [problem]
- If you're [describe another problem]
- If you're [describe another problem]
- If you feel [describe another problem]
- If you're [describe another problem]

**[Button]** - Watch The Free Training

## **Example Bullet**

- ➔ If you're **sick** of watching money go down the drain on paid advertising that just didn't work.

## **Part 5: Authority Builder**

*In this section, you want to share a bit about you and/or your company and why the viewer should listen to you. Here's the place to put your achievements, transformation, etc.*

## Section Template

Who Is [Your Name]?

[3-5 sentences about you, what you do]

[Button] - Watch The Free Training

## Example

Who Is Miles Lewis?



Miles is an entrepreneur, author, digital marketing and branding expert from the UK

Since quitting his job in 2014, Miles has gone on to establish multiple successful businesses online.

Miles' has now made it his ongoing mission to help other entrepreneurs grow their business and has since mentored people from all around the world.