

THE PASSIVE REVENUE MACHINE | DAY THREE

Your Lead Machine

The webinar that fills your list and does your selling.

Your workbook

Your Lead Machine

This is your workbook. Type straight into it, or print it and write on it.

By the end of today you will have:

Your lead number, and your webinar structured section by section.

Before you start

- Your revenue goal for a month
- Your offer price
- How many leads you generated last month

Leads means people who gave you their email address. Not followers, and not views.

Where to go in Ascendia OS

Your webinar is your lead machine. Ascendia AI is where you build the structure, and it will do it for you.

Your action steps

STEP 1 Get the lead calculator

It is just below the video. Make your own copy of it, then put your numbers in. Do this first, because the number it gives you is what everything else this week is built to hit.

STEP 2 Choose your route

If you want to understand the structure before you build it, watch the training below the video on how to structure a high converting webinar. If you would rather get straight to it, go into Ascendia OS and it will structure it for you.

STEP 3 Open Ascendia AI

This is where the webinar gets built. It already knows your offer from day one and your content from day two, so what comes back points straight at what you sell. Paste this in.

COPY THIS INTO ASCENDIA OS

Structure my webinar for me. It needs to be around forty five minutes, teach something genuinely useful, and end with my offer.

STEP 4 Work through it and book the recording day

Answer its questions section by section. Then put the recording day in the diary before you close the laptop, because nothing in this week works until the webinar actually exists.

Other prompts you might need

For the full ten section structure

If you have watched the structure training, ask for it by name and you will get all ten written out.

COPY THIS INTO ASCENDIA OS

Build my webinar using the ten section structure. Pattern interrupt, their reality, their desire, bridge the gap, why trust me, my framework, who wants this, where they are, the invitation, then the pitch.

If you have no client results yet

Say so and it will build the trust section and the proof around your own story instead.

COPY THIS INTO ASCENDIA OS

I do not have client results yet. Structure my webinar using my own story as the proof instead.

To sharpen the title

The topic decides whether the opt-in converts, so it is worth a second pass.

COPY THIS INTO ASCENDIA OS

Give me eight title options for this webinar. Plain and direct, no clever wordplay.

To write the pitch

The pitch is the longest section and it has twelve parts of its own.

COPY THIS INTO ASCENDIA OS

Now write the pitch for the end of my webinar, including the value stack, the price reveal and the belief close.

Check it before you move on

- Does it get them a real result, or just information?
- Is it the first step of the journey my offer finishes?
- Does finishing it make them more aware they need me, not less?

If your training solves the whole problem, you have given away the offer. Give them the what and the why, and hold back the how.

Write your webinar title and the one result it gets them.

Type here, or print it and write on it.

Today's checklist

- ☐ Calculator copied and my lead number worked out
- ☐ Webinar structured
- ☐ The pitch written
- ☐ A recording day in the diary

Post it in the group

Tag it #DayThree and I will reply to you personally.

- How many leads a month you need
- The title of your webinar
- The one result it gets them

The people who post are always the people who finish the week with something built.

What's next

Tomorrow we build everything that happens after they opt in.