

Offer Timing Worksheet

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Use this worksheet to plan when and how to introduce your offer within your webinar.

Identify the moments where your audience's belief shifts and signal readiness for your CTA.

Prompt

Notes

At what point does your audience experience the key belief shift?

What engagement signals indicate readiness (e.g., chat responses, poll results)?

What content must be covered before introducing the offer?

How will you prepare the audience for the offer (micro-CTAs, bridge statements)?

What is the exact phrasing you will use to transition into the offer?

What objections might arise and when will you address them?

How long will you allocate for questions before or after the offer?

What urgency or scarcity will you leverage and when?

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