

Presentation-to-Action Script

Presentation Framework | Use this script structure to guide your audience from attention to action. Each section has a purpose and should flow logically into the next.

Replace bracketed text with your content.

Part	Goal	Guidelines
Opening Promise	Set the expectation	State the outcome and who the webinar is for.
Problem Diagnosis	Create tension	Explain why the current way is broken and why a change is needed.
New Mechanism	Introduce your system	Name and describe your unique method.
Teaching Framework	Deliver value	Teach key principles that shift beliefs without overwhelming.
Proof	Build trust	Provide examples, data, case studies, or demos.
Transition	Prepare for CTA	Present the next logical step and explain why it matters now.
Q&A	Handle objections	Answer questions live to address any remaining hesitation.

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