

Revenue Moment Worksheet

Instructions

Use this worksheet to define the core business outcome your webinar is designed to produce.

Answer the following questions before creating your webinar:

Question

Your Answer

Who is this webinar for?

What are they currently doing that is not working?

What offer will be presented?

What action should they take?

What must they believe before they take that action?

What objections will stop them?

What proof will they need?

What happens immediately after they click?

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