

STEP 1:
REGISTRATION,
THANK YOU, &
REPLAY FUNNEL PAGE
+
CONFIRMATION &
REMINDERS EMAIL
SEQUENCE
[SCRIPT BUILDER]

LEVEL UP YOUR COACHING BUSINESS

STEP 1:

REGISTRATION, THANK YOU, & REPLAY FUNNEL PAGE + CONFIRMATION & REMINDERS SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

Instructions:

Complete the following questions in order to critically think through your webinar message and overall goal. Once submitted, this script builder you will give you email sequences and the website (funnel) design that will allow you to make email sequences to promote your webinar and funnel pages to get prospects to sign up and watch your webinar replay.

Note:

This worksheet mirrors the Typeform that will be used to build and create your funnel and email automations using our automated script builder. This gives you the ability to fill out the form ahead of time and get crystal clear on your vision. Once you have completed this, it will be much easier to fill in the blanks on the Typeform in order.

proceed>>

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

1

Is this a Webinar, Workshop, Masterclass, or Training?

Pick whichever aligns best with your type of training you'll be offering in evergreen format.

A: _____

2

Who are your target customers?

Ex: Coaches, Entrepreneurs, etc.

A: _____

3

When is your Event scheduled for?

Ex: Mar 15th, 2022

A: _____

4

When does your Event start and end?

Ex: 3:00-5:00 PM CST (write it in the same format as in this example)

A: _____

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

5

Now, just the start on this one. When does your Event start?

Ex: 3:00 PM CST

A: _____

6

How long (in hours) is your webinar - only write the number.

Ex: 2

A: _____

7

What do your target customers struggle with?

Ex: getting new clients

A: _____

8

What do they really want to achieve?

Complete this sentence: They want to _____.

Ex: live a life of abundance and make an impact

A: _____

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

9

What's the #1 result you've achieved so far that you want to share with them?

Ex: I own multiple 6- and 7- figure businesses

A: _____

10

What's the #2 result you've achieved so far that you want to share with them?

Ex: I have a beautiful wife and 4 kids

A: _____

11

What's the #3 result you've achieved so far that you want to share with them?

Ex: I reach millions of people from around the world every month through my social channels

A: _____

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

12

How do you relate to what they're struggling with?

Ex: 8 years ago, I lived in my mom's basement and today I'm a multi-millionaire through my coaching business

A: _____

13

What are you going to be teaching in this Event to your audience so they can overcome their struggle?

Complete this statement: "How to _____."

Ex: unlock your true potential as a coach and build a high 6-figure business this year

A: _____

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

14

What's something big that your target customer won't have to do if they learn "How to (Answer form Q13) through your Event?"

Complete this statement: "How to (Answer from Q13 WITHOUT ____)".

Ex: needing to build out a huge team & invest hundreds of thousands of dollars!

A: _____

15

What does life look like for them after learning these secrets for this Event?

Complete this statement: "So (the audience) can _____".

Ex: live a life of purpose and fulfillment while impacting millions of people.

A: _____

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

16

What are 3 secrets that they'll learn from your Event? Starting with the first one (Answer as if you are speaking to the audience-- you'll write secrets 2 & 3 in the following questions)

Example: You'll learn how the power of giving can radically transform your personal and professional life."

A:

17

What is the 2nd secret they'll learn from your Event?

Example: You'll learn how to design top-notch funnels for your own business and for others.

A:

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

18

What is the 3rd secret they'll learn from your Event?

Example: You'll learn my strategy for reverse engineering for building amazing user journeys that will convert for your business.

A: _____

19

Copy and paste a 200-300 word count bio of yourself that highlights your achievements and builds authority to the page visitor.

A: _____

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

Note:

Now we are moving on to "Who this Event is for". We're going to list out 3 types of people that it's for (feel free to add more once you have the script).

20

#1) Who is this Event for?

Example: If YOU are sick of your corporate job and you know you're destined for so much more!

A: _____

21

#2) Who is this Event for?

Example: If YOU are sick of your corporate job and you know you're destined for so much more!

A: _____

22

#1) Who is this Event for?

Example: If YOU are sick of your corporate job and you know you're destined for so much more!

A: _____

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

Note:

Now on to "Who this Event is **NOT** for". We're going to list out 3 types of people that it's **NOT** for (feel free to add more once you have the script).

23

#1) Who is this Event **NOT for?**

Example: If YOU are comfortable with where you are in life and don't want to push yourself.

A: _____

24

#2) Who is this Event **NOT for?**

Example: If you don't like to roll your sleeves up and do the actual work.

A: _____

25

#1) Who is this Event **NOT for?**

Example: If you have no interest in making an impact in this world.

A: _____

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

26

What is the call to action for them to get into your Event?

Example: Register For The Power of Now

A: _____

27

When closing out an email, what salutation do you use?

Examples: Best, Regards, Thank you, Much love, etc.

Note: * Do NOT include the comma in your answer.*

A: _____

28

What is your business name? This will go in the footer.

Example: Leftspire, LLC

A: _____

29

What is your first and last name? Let your visitor know who their presenter is.

Example: Leftspire, LLC

A: _____

SCRIPT BUILDER WORKSHEET

LEVEL UP YOUR COACHING BUSINESS

30

What is your email?

A: _____

Congrats!

NEXT STEP:

INPUT YOUR ANSWERS INTO THE TYPEFORM QUIZ ONLINE UNDER "STEP 1" OF THE "**WEBINAR FUNNEL BUILDOUT (JUST UP TO THE WEBINAR)**" SECTION. ONCE YOU SUBMIT, YOU WILL RECEIVE THE AUTOMATED SCRIPTS IN YOUR EMAIL IN ORDER TO HELP YOU BUILD YOUR EMAILS AND WEBSITE IN:

- **STEP 2: BUILD YOUR WEBINAR FUNNEL**
- **STEP 3: BUILD YOUR EMAIL SEQUENCE**

THE SUPPLIED EMAIL SEQUENCE AND FUNNEL WEBSITE WILL ALLOW YOU TO MAKE EMAILS FOR REMINDERS FOR PROSPECTS TO JOIN THE WEBINAR, BUILD A WEBSITE FOR PROSPECTS TO REGISTER FOR THE WEBINAR, AND SUPPLY A "REPLAY WEBINAR" WEBSITE PAGE FOR THOSE THAT SIGNED UP TO ACCESS AFTERWARDS.

IF YOU WANT TO BUILD A SALES PAGE OR APPLICATION PAGE FOR POST-WEBINAR, THEN YOU NEED TO FOLLOW THE WEBINAR FUNNEL BUILDOUT (INCLUDES POST WEBINAR) SECTION ON YOUR MEMBERSHIP SITE.