

# Webinar Funnel Template

Seven steps from ad to sales call, the number each step should hit, and what goes on every page. Fill in the "Yours" column after each webinar. Fix the weakest step before you spend more.

## 1 The seven steps and the numbers to hit

| STEP            | NUMBER TO WATCH           | WHAT OPERATORS COMMONLY REPORT                                   | YOURS |
|-----------------|---------------------------|------------------------------------------------------------------|-------|
| 1. Ads          | Cost per registrant       | \$10 to \$15 great, \$15 to \$20 average, over \$30 rarely works | _____ |
| 2. Sign-up page | Sign-up rate              | 20% to 50%                                                       | _____ |
| 3. Reminders    | Live show-up rate         | 20% average, 30%+ good, 10% to 15% means something is broken     | _____ |
| 4. The webinar  | Still there at the pitch  | 80% or more of peak viewers                                      | _____ |
| 5. The pitch    | Attendees who book a call | About 30%                                                        | _____ |
| 6. Follow-up    | Extra calls booked after  | Cleanup calls can roughly double the return                      | _____ |
| 7. Sales calls  | Show rate, close rate     | 70%+ show, 35%+ close                                            | _____ |
| Whole funnel    | Return on ad spend        | 3x to 5x going well, about 1x when it is not                     | _____ |

## 2 Page by page: what goes on each one

### Sign-up page

- ☐ One promise in the headline, naming who it is for
- ☐ A short video and the date and time
- ☐ A countdown
- ☐ Name, email and mobile
- ☐ Two or three scrolls of support text at most

### Thank-you page

- ☐ "Add to calendar" button
- ☐ A short video with a real reason to show up
- ☐ What they will learn, in three lines
- ☐ Join link sent by email, not by text

### Webinar room

- ☐ Promise, who it is for, short origin story
- ☐ Old way against new way, with a client story
- ☐ The three biggest concerns, each with proof
- ☐ Offer and price said out loud, booking link in chat
- ☐ A long Q&A close with fresh pitches

### Booking page

- ☐ About three qualifying questions
- ☐ The calendar in the same flow
- ☐ Times for today and tomorrow
- ☐ A confirmation video and reminders until the call

### Replay page

- ☐ The replay, or a cut that starts near the offer
- ☐ A real end date with a countdown
- ☐ The same booking button

### Tracking

- ☐ Ad spend, registrants, attendees, bookings
- ☐ Show rate, close rate and cash on one screen
- ☐ Who left before the offer, who saw it

## 3 My webinar

Offer and price \_\_\_\_\_

Who it is for \_\_\_\_\_

The big promise \_\_\_\_\_

Day and time \_\_\_\_\_

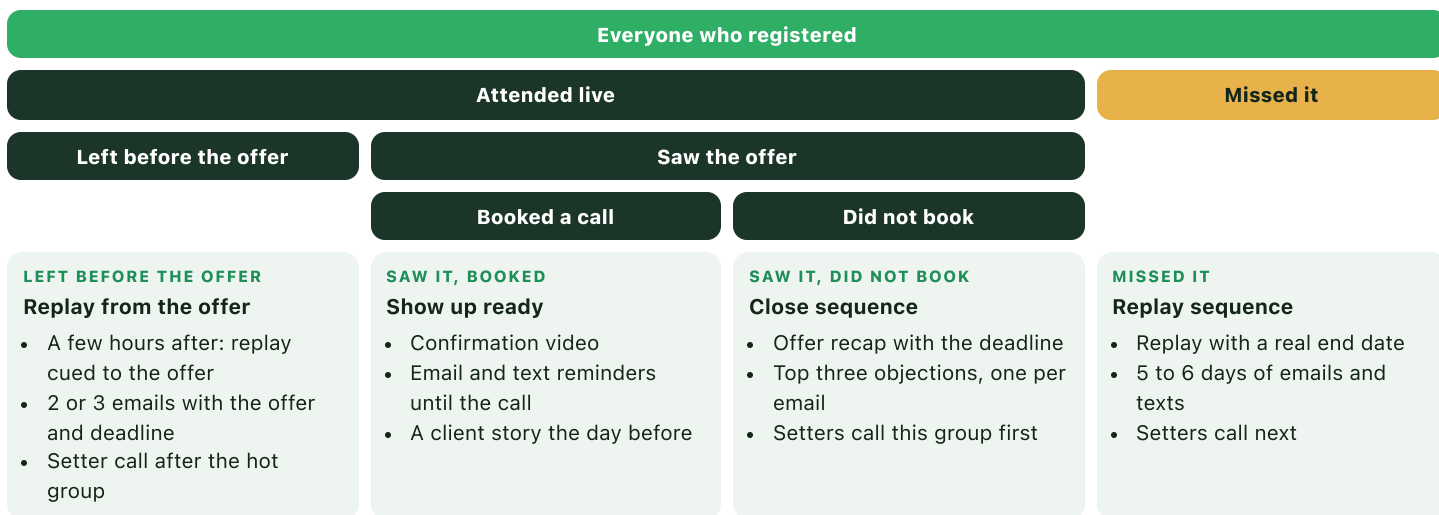
Test budget per webinar \_\_\_\_\_

Benchmarks are what operators running high ticket webinar funnels on cold traffic commonly report. They are not Cashflow Coaches results and not a promise.

#### 4 Reminder schedule (promote for three days at most)

| WHEN                | CHANNEL        | WHAT IT SAYS                                                     |
|---------------------|----------------|------------------------------------------------------------------|
| At sign-up          | Email and text | You're in. Date, time, add to calendar. Join link by email only. |
| 24 hours before     | Email and text | Tomorrow at [time]. One thing you will learn.                    |
| Morning of          | Email and text | Today at [time]. Why it is worth the hour.                       |
| 1 hour before       | Email and text | Starts in an hour. Grab a pen and sit at a computer.             |
| 10 minutes before   | Text           | Starting in 10 minutes. Check your email for the link.           |
| At the start        | Email and text | We're live.                                                      |
| About 10 minutes in | Text           | Trouble joining? Reply here.                                     |

#### 5 Follow-up map: one path per behavior



#### 6 The 10-day cleanup plan

| WHEN         | WHO     | WHAT                                                           | DONE  |
|--------------|---------|----------------------------------------------------------------|-------|
| Right after  | Email   | Replay link to everyone who signed up, sorted by the map above | _____ |
| Days 1 to 3  | Setters | Call everyone who attended but did not book                    | _____ |
| Days 2 to 5  | Setters | Call everyone who signed up and never showed                   | _____ |
| Days 1 to 6  | Email   | Replay sequence with a real end date                           | _____ |
| Days 1 to 10 | Texts   | From real phones, not bulk senders                             | _____ |
| Next week    | Email   | Invite non-buyers to the next webinar with fresh proof         | _____ |

#### 7 After each webinar

| QUESTION                   | ANSWER |
|----------------------------|--------|
| My weakest step this time  | _____  |
| The one change I will make | _____  |
| Cash collected / ad spend  | _____  |

Book calls for the same day or the next. Size each webinar so a loss hurts but cannot sink you, and run it again next week. Results are not typical and nothing here is a promise of earnings.