

PERSUASION MAP

by: The Liking Authority

@ The Webinar Way

Introduction

The content in the book, *The Webinar Way*, is designed to help entrepreneurs, business owners and organization reach their goals by:

- * Understanding how to use the POWER of The Webinar Way
- * Resulting in happy customers, raving fans, and your own celebrity "star power"
- * Uncovering Bigger Profits and a Better Lifestyle For You

Main Reason 1

Simplify getting started with webinars using the W*A*M*O* Approach [Webinar, Audience, Messages, Outcome]

Main Reason 2

Get a clear overview of all the "moving parts" of a webinar in a time sequence with the [3C x 3T Matrix]

Main Reason 3

Follow the principles of the 7 Pillars of The Webinar Way for successful and profitable webinars

Facts or Examples

- 1 W*A*M*O* - Start with the O, the Outcome, and define your desired outcome. Work backwards.
- 2 Webinar (W) is also the medium for the Messages (M). Messages contain compelling stories.
- 3 Audience (A) become active participants during the webinar experience

Facts or Examples

- 1 3Cs are Core
- Content, Connection, Close
- 2 3Ts are Time
- T1 = Before, T2 = During, T3 = After Webinar
- 3 Prospects transform into paying customers, raving fans as you educate and they engage and experience

Facts or Examples

- 1 Main Pillars for T1 activities are Perspective, Planning, Promotion, and Partner. Put it together.
- 2 Dominant Pillars of T2 the webinar EVENT are Presentation, Power Position, and Pitch. Tell stories.
- 3 Post-webinar T3 activities are follow-up including replays and automation. Perpetual Profits.

Conclusion

Easily Promote, Present, and Profit with Educational Purpose with The Webinar Way.

The Webinar Way is the #1 Most Effective Way to generate leads, deliver content, communicate value, create engagement, and sell a ton of products and services. Period. => Visit: www.TheWebinarWay.com