

# Webinar Skills

An effective webinar isn't persuasion -it's relief through clarity & opportunity to grow.  
The right people feel seen, understood. The wrong people feel uninterested. That's success.

## *Breakout: The Webinar Lab*

### **Purpose**

Design a marketing webinar that:

- speaks directly to a specific set of values and a particular kind of nervous system (ideal audience)
- creates trust & authority without manipulation
- naturally leads to enrollment through clarity, not pressure

## *Gym: 3 people (30-45 min)*

3 Roles:

- The Strategist (webinar creator)
- The Audience Avatar (embodies the target client)
- The Refiner (truth-teller & clarity mirror)

### **Strategist shares (2-3 min):**

- Who's this webinar for, ideally? (be precise -not "women," but which women)
- What problem do they "say" they have?
- What's the deeper tension they're silently living with?

### **Audience Avatar responds (5 min):**

Answer in first person, pretend you are their ideal client; model their client's inner world:

- "What I'm most afraid to admit about this problem is..."

- “What I’ve already tried that didn’t work is…”
- “If this webinar truly helped me, afterward I’d feel…”
- “What would instantly make me distrust the presenter is…”

⚠ Strategist is silent during this. This is about listening & iterating, not defending.

### Webinar Spine (10–15 minutes)

Now the Strategist designs the core architecture aloud.

They must answer only these five prompts (no slides yet):

1. The Promise (Truthful & Specific)  
“By the end of this webinar, you will understand \_\_\_\_\_ so you can \_\_\_\_\_.”
2. The Reframe  
“Most people think the problem is \_\_\_\_\_.  
What’s actually happening is \_\_\_\_\_.”
3. The Cost of Inaction  
“If nothing changes, in 12 months/a year this leads to \_\_\_\_\_.”
4. The New Path  
“The solution isn’t trying harder—it’s learning how to \_\_\_\_\_.”
5. The Invitation (Clean & Sovereign)  
“For those who want help implementing this, I offer \_\_\_\_\_.”

le: Annie’s sample offer

By the end of this webinar, you’ll know how to solve recurrent conflict, so you can deepen trust & collaborate together.

Most people think conflict indicates an unhealthy relationship, but actually resolving conflict is how you build new levels of intimacy.

If you keep getting stuck in dead-end conversations for another year, it will wear down your romance, leave you both distant & resentful, and erode the foundation of your relationship.

The solution isn't fighting less, it's fighting better -with more skills and better tools for mutual resolution.

For couples who are ready to turn their conflicts into collaborations and alchemize drama into devotion, I've created my "How to be in Love", where you will learn all my cutting-edge tech for working through conflict and shifting your issues into intimacy.

### **Refiner's job:**

Interrupt only when something is vague, confusing, inflated, distracting, or audience-misaligned.

Ask:

- "Would their ideal client actually say yes to that?"
- "What feels over-promised or under-represented here?"
- "What's the truest version of that sentence?"

### **The One-Sentence Webinar (5 minutes)**

Each Strategist ends by delivering one sentence:

"This webinar is for \_\_\_ who are tired of \_\_\_ and are ready to learn \_\_\_."

The group refines it until:

- It would repel the wrong people,
- and deeply attract the right ones.