



**Jason
Fladlien**

Rapid Crush Inc.

How To Create Million Dollar Webinars

TODAY'S AGENDA

In our small amount of time together my goal is to make a big impact in the following ways

- **Confidence** where there was once uncertainty
- **Clarity** where there was once confusion
- The **ability** to unlock within you the true potential you have to make your dent in the universe

YET IF NOTHING ELSE

I'm here to make you money. LOTS of it.

WHAT I NEED FROM YOU

Implementation - nothing pains me more than giving you a solution yet running into you years later still clinging hopelessly to your problem

IMPORTANT

You will likely not “get” this the first time you hear it. Real learning takes place through repetition...



11/11/16, 10:29 AM

Hey man is there anything I can do to help you make this first 100k extra awesome - want me to prep anything or make a presentation?



TODAY'S FOCUS

A detailed breakdown of the first 3 parts of the webinar framework I used to generate over \$100MM in sales in the last 8 year

1

Introduction

2

Content

3

Transition

4

Close

2ND PLACE



The Kettner Team

Total Sales:
\$1,921,552

1ST PLACE



Rapid Crush

Total Sales:
\$9,894,008

3RD PLACE



Haroon Qureshi

Total Sales:
\$1,723,822

2ND PLACE



The Kettner Team

Total Sales:
\$1,921,552

1ST PLACE



Rapid Crush

Total Sales:
\$9,894,008

3RD PLACE



Haroon Qureshi

Total Sales:
\$1,723,822

WORKS BASICALLY EVERYWHERE

Today, 8:42 AM

Hey old man can you text me over a quick testimonial about how good I am at webinars and if you want to throw some numbers in there of the money we've made together with webinars that'd be awesome. I'm doing a webinar training next week for joe polish's audience 😊

Last year I was traveling with my family in Italy and I had to pass on a last minute JV opportunity.

Jason hit me up on skype and asked if he could do the webinar for me since I would have to pass.

I thought, "why not?" When I got back from Italy we had 1.5 million in sales and a Tesla in the driveway.

Or something to that effect lol ?



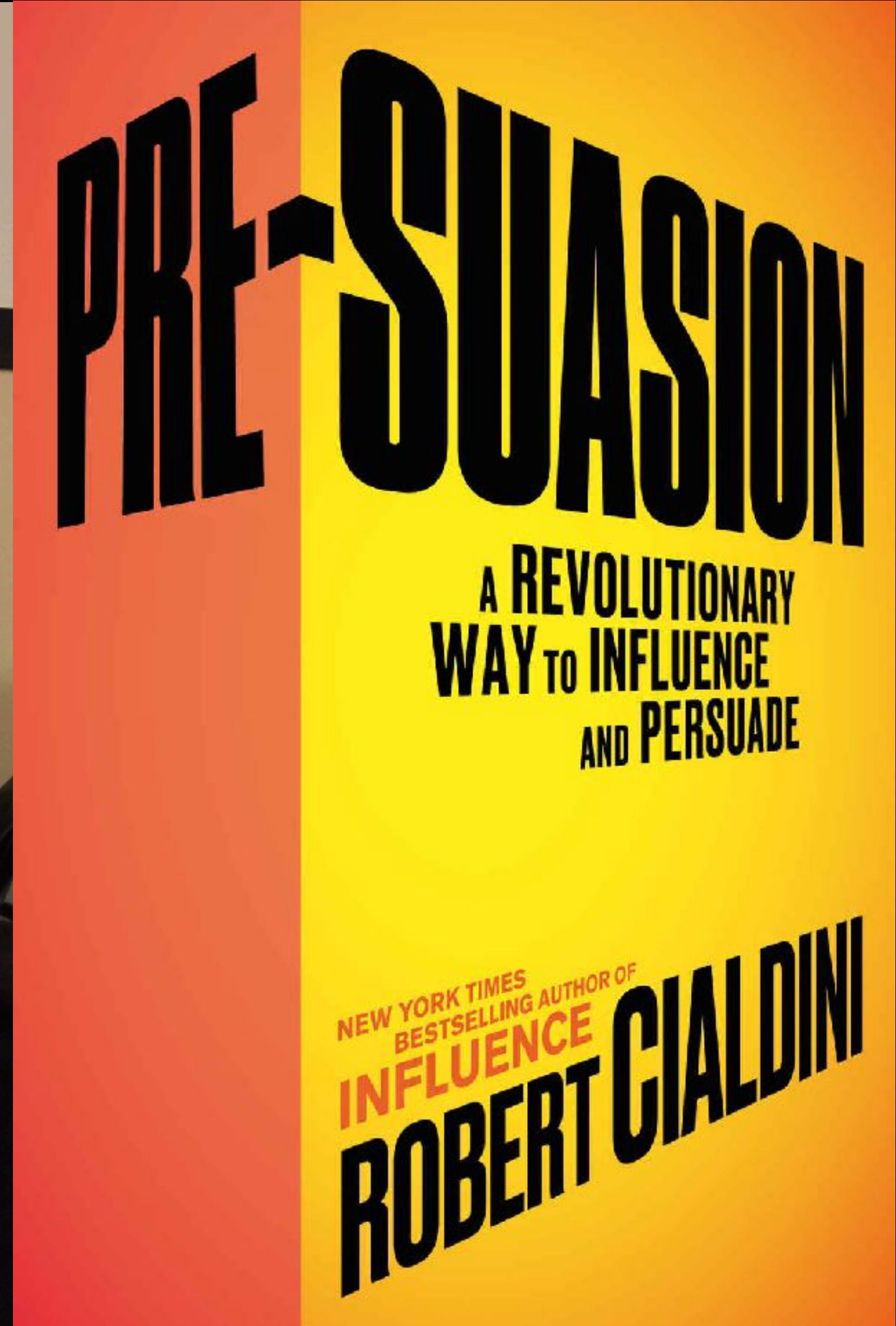
John Carter

BEFORE WE DIVE IN...

Quick question: why do webinars work so well?

- the second most powerful medium for education
- caters to 20% of your market that spends 80% of the money
- the more you serve, the more you can sell

AND PRACTICALLY SPEAKING...



MY CHALLENGE

I've spent thousands of hours *doing* webinars

- Tens of thousands of hours *creating* those webinars
- Countless thousands more hours *thinking* about webinars
- How do I distill over 20,000 hours and the total sum of my knowledge into something you can immediately put into action and have a bottom-line impact the first time you use it

MY CHALLENGE

How do I distill the total sum of my knowledge into something you can immediately put into action and have a bottom-line impact the first time you use it?

HERE'S HOW...

WEBINAR FRAMEWORK

1

Introduction

2

Content

3

Transition

4

Close

INTRODUCTION

Who here has attended a webinar before?

Do most introductions leave a lot to be desired?

INTRODUCTION

You only get one chance to make a first impression

**Your first 5 minutes can either dazzle or dull; inspire or annoy;
make you money or cost you**

GREAT INTRODUCTIONS

Accomplish all of the following

1. Authority
2. Commitment
3. Objections
4. Hope
5. Intrigue

GREAT INTRODUCTIONS

Accomplish all of the following

1. Authority



Results

2. Commitment

Positioning

3. Objections

Celebrity

4. Hope

Testimonials

5. Intrigue

HOW I ACHIEVED IT

IN MY INTRO TODAY

2ND PLACE



The Kettner Team

Total Sales:
\$1,921,552

1ST PLACE



Rapid Crush

Total Sales:
\$9,894,008

3RD PLACE



Haroon Qureshi

Total Sales:
\$1,723,822

AMAZINGSELLINGMACHINE

2ND PLACE



The Kettner Team

Total Sales:
\$1,921,552

1ST PLACE



Rapid Crush

Total Sales:
\$9,894,008

3RD PLACE



Haroon Qureshi

Total Sales:
\$1,723,822

PERSONAL RESULTS



11/11/16, 10:29 AM

Hey man is there anything I can do to help you make this first 100k extra awesome - want me to prep anything or make a presentation?

1:28

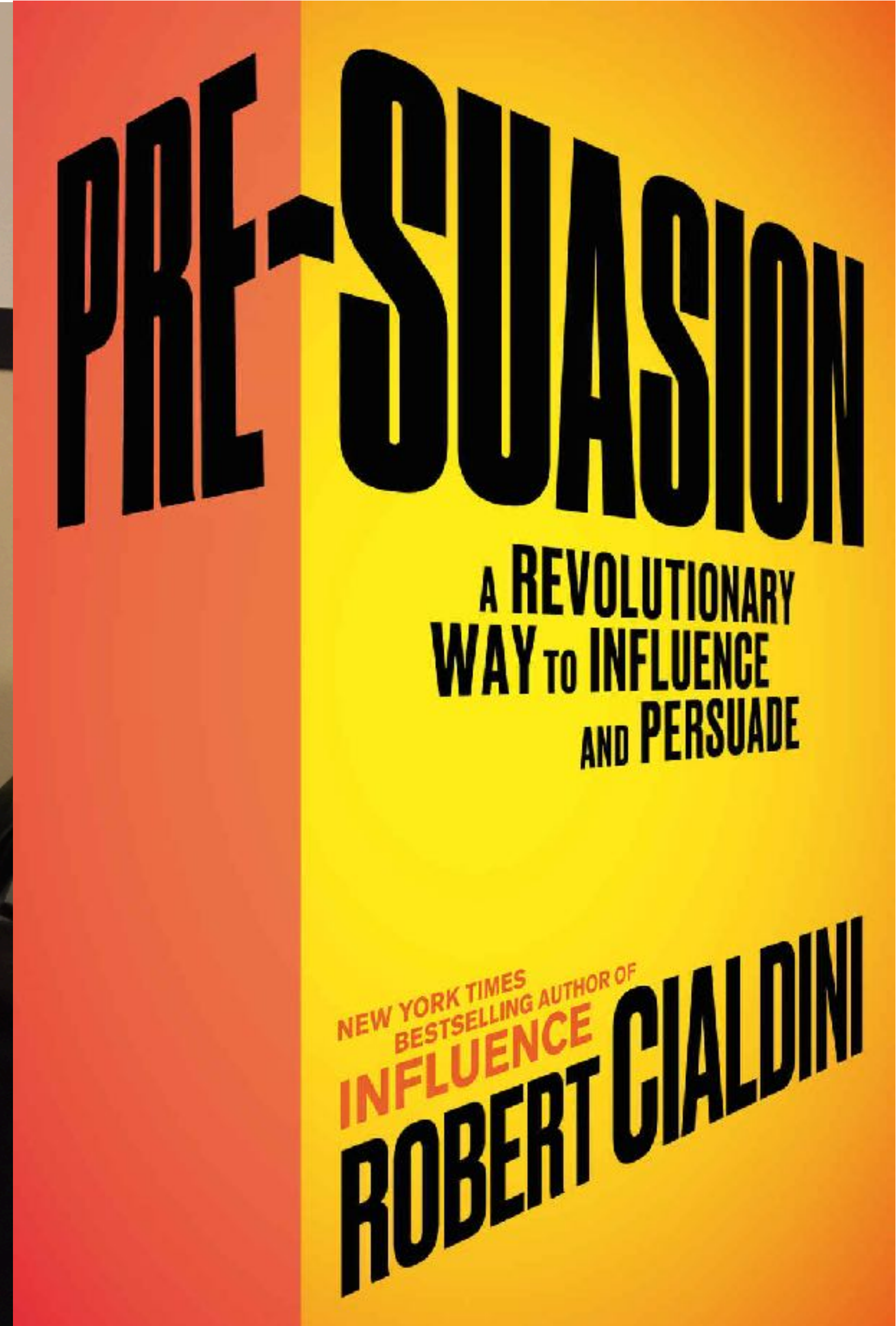


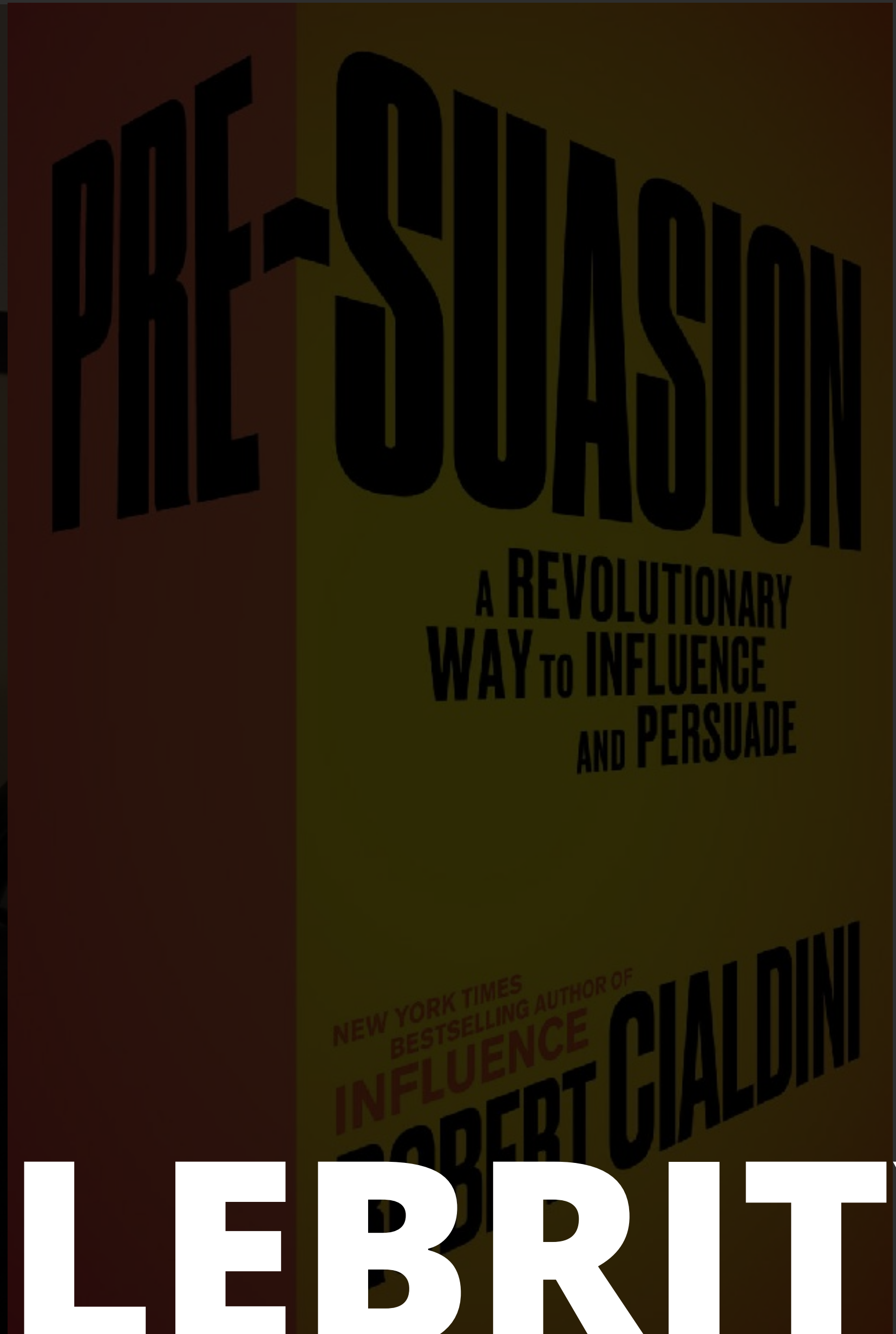
11/11/16, 10:29 AM

Hey man is there anything I can do to help you make this first 100k extra awesome - want me to prep anything or make a presentation?

1:28

POSITIONING





CELEBRITY

Today, 8:42 AM

Hey old man can you text me over a quick testimonial about how good I am at webinars and if you want to throw some numbers in there of the money we've made together with webinars that'd be awesome. I'm doing a webinar training next week for joe polish's audience 😊

Last year I was traveling with my family in Italy and I had to pass on a last minute JV opportunity.

Jason hit me up on skype and asked if he could do the webinar for me since I would have to pass.

I thought, "why not?" When I got back from Italy we had 1.5 million in sales and a Tesla in the driveway.

Or something to that effect lol ?



John Carter

Today, 8:42 AM

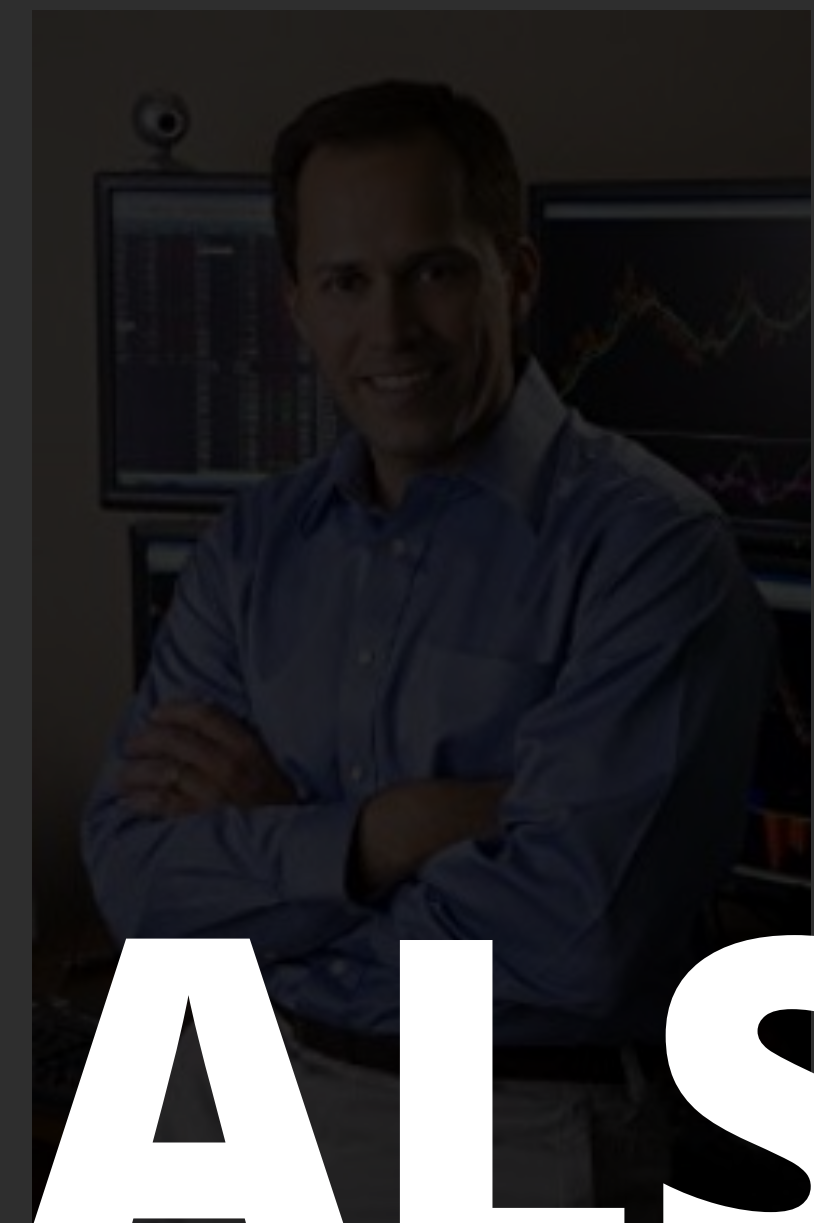
Hey old man can you text me over a quick testimonial about how good I am at webinars and if you want to throw some numbers in there of the money we've made together with webinars that'd be awesome. I'm doing a webinar training next week for joe polish's audience 😊

Last year I was traveling with my family in Italy and I had to pass on a last minute JV opportunity.

Jason hit me up on skype and asked if he could do the webinar for me since I would have to pass.

I thought, "why not?" When I got back from Italy we had 1.5 million in sales and a Tesla in the driveway.

Or something to make a difference



TESTIMONIALS

John Carter

OH AND I ALSO...

GREAT INTRODUCTIONS

Accomplish the following...

1. Authority

2. **Commitment**



3. Objections

4. Hope

5. Intrigue

WHAT I NEED FROM YOU

Implementation - nothing pains me more than giving you a solution yet running into you years later still clinging hopelessly to your problem

GREAT INTRODUCTIONS

Accomplish the following...

1. Authority
2. Commitment
3. Objections
4. Hope
5. Intrigue



MY CHALLENGE

I've spent thousands of hours doing webinars

- I've spent tens of thousands of hours creating those webinars
- And countless thousand more hours thinking about webinars
- How do I distill over 20,000 hours and the total sum of my knowledge into something you can immediately put into action and have a bottom-line impact the first time you use it

HERE'S HOW...

GREAT INTRODUCTIONS

Accomplish the following...

1. Authority
2. Commitment
3. Objections
4. Hope
5. Intrigue



TODAY'S AGENDA

**In our small amount of time together my goal
it make a big impact in the following ways**

- Confidence where there was once uncertainty
- Clarity where there was once confusion
- To unlock within you the true potential you have to make your dent in the universe

GREAT INTRODUCTIONS

Accomplish the following...

1. Authority

2. Commitment

3. Objections

4. Hope

5. Intrigue



?????

**WELL IF I WAS SELLING YOU
SOMETHING AT THE END**

Elements Of A Group Webinar Introduction

If you accomplish all five of the elements below in the first 5 minutes of your webinar, you'll be well on your way to setting the proper foundation for a massively successful webinar.

1. **Cement your status as authority** so they believe everything you share and show
2. **Create a commitment** in the audience to do what you're about to show them (buy in leads to BUYING)
3. **Handles objections** in advance (because objections are so insidious to the sale we
4. **Fosters hope of a future** that is significantly better than the current reality your audience faces
5. **Has mystery and intrigue** to hook your audience and keep them hooked throughout the presentation!

Cement Authority Status

- **Personal results** – what visual proof do you have that backs up your big webinar claims and promises? Statistics, awards, results, recognitions can go along way to getting people excited to buy into what you're going to teach them.
- **Positioning** – what will make the attendee automatically conclude you're a "big deal" related to what you can solve for them? Books, associations, companies, experience and more can go along ways, especially if you link

THE RESULTS?

It's amazing how many people have \$9,000 to just spend at once, huh?

Right haha

\$452K Gross in 2 hours! Over 1.75 Million in Guru Math... which will more than likely materialize!!!

You rocked it!!!!!!

Thanks it was a team effort. Tomorrow we can start on what to do next

would you like to know exactly how we did it?

Elements Of A Group Webinar Introduction

If you accomplish all five of the elements below in the first 5 minutes of your webinar, you'll be well on your way to setting the proper foundation for a massively successful webinar.

1. **Cement your status as authority** so they believe everything you share and show
2. **Create a commitment** in the audience to do what you're about to show them (buy in leads to BUYING)
3. **Handles objections** in advance (because objections are so insidious to the sale we
4. **Fosters hope of a future** that is significantly better than the current reality your audience faces
5. **Has mystery and intrigue** to hook your audience and keep them hooked throughout the presentation!

Cement Authority Status

- **Personal results** – what visual proof do you have that backs up your big webinar claims and promises? Statistics, awards, results, recognitions can go along way to getting people excited to buy into what you're going to teach them.
- **Positioning** – what will make the attendee automatically conclude you're a "big deal" related to what you can solve for them? Books, associations, companies, experience and more can go along ways, especially if you link

MY CHALLENGE

I've spent thousands of hours doing webinars

- I've spent tens of thousands of hours creating those webinars
- And countless thousand more hours thinking about webinars
- How do I distill over 20,000 hours and the total sum of my knowledge into something you can immediately put into action and have a bottom-line impact the first time you use it

HERE'S HOW...

Elements Of A Group Webinar Introduction

If you accomplish all five of the elements below in the first 5 minutes of your webinar, you'll be well on your way to setting the proper foundation for a massively successful webinar.

1. **Cement your status as authority** so they believe everything you share and show
2. **Create a commitment** in the audience to do what you're about to show them (buy in leads to BUYING)
3. **Handles objections** in advance (because objections are so insidious to the sale we
4. **Fosters hope of a future** that is significantly better than the current reality your audience faces
5. **Has mystery and intrigue** to hook your audience and keep them hooked throughout the presentation!

Cement Authority Status

- **Personal results** – what visual proof do you have that backs up your big webinar claims and promises? Statistics, awards, results, recognitions can go along way to getting people excited to buy into what you're going to teach them.
- **Positioning** – what will make the attendee automatically conclude you're a "big deal" related to what you can solve for them? Books, associations, companies, experience and more can go along ways, especially if you link

TODAY'S AGENDA

In our small amount of time together my goal it make a big impact in the following ways

- Confidence where there was once uncertainty
- Clarity where there was once confusion
- To unlock within you the true potential you have to make your dent in the universe

THE IDEAL INTRODUCTION

Makes distraction impossible!

THE IDEAL INTRODUCTION

Communicates something special is about to happen that will once and for all solve a problem that has affected them dearly!

THE IDEAL INTRODUCTION

Proves the future is indeed bright and you're going to help make that a reality!

QUESTION

If you did this and nothing else, do you think it would dramatically improve your webinar effectiveness?

TOUGHER QUESTION

Do you think your audience deserves it and every moment you deny it to them is a moment you're actively participating in their despair?

WEBINAR FRAMEWORK

1

Introduction



2

Content

3

Transition

4

Close

IMPORTANT

Providing high quality content has very little to do with providing value!

VALUE

If they were scared and now they're confident... that's value

**If they had inner shame and you replaced it with inner love...
that's value**

If they felt hopeless and you gave them hope... that's value

THE POINT

It's not about the content, it's about the emotional state the content creates

Clarity and simplicity is *key* to create the most empowering emotional states to make a difference in the lives of your customers...

Here's how we do it!

VALUE PROVIDING PROCESS

Create a clearly defined outcome

DEFINED OUTCOME

STEP BY STEP

CONTEXT-VISION-COMMITMENT-STRATEGY

VALUE PROVIDING PROCESS

Create a clearly defined outcome

Provide a step by step process for achieving it

DEFINED OUTCOME

STEP BY STEP

CONTEXT-VISION-COMMITMENT-STRATEGY

VALUE PROVIDING PROCESS

Create a clearly defined outcome

Provider a step by step process for achieving it

Present context, vision, strategy and commitment for each step

DEFINED OUTCOME

STEP BY STEP

CONTEXT-VISION-COMMITMENT-STRATEGY

MY DEFINED OUTCOME

Show anyone how to add webinars to their business in a way that is easy, enjoyable and has an immediate impact on their bottom line regardless of whether it's their first webinar or their next

STEP BY STEP PROCESS

1. Introduction

2. Content

3. Transition

4. Pitch

STEP 1 INTRODUCTION

- **Context**



You only get one chance to make a first impression

- **Vision**

Your first 5 minutes can either dazzle or dull; inspire or annoy; make you money or cost you money

- **Strategy**

- **Commitment**

STEP 1 INTRODUCTION

- **Context**
- **Vision**
- **Strategy**
- **Commitment**




THE IDEAL INTRODUCTION

Immediately seizes the attention of the audience and makes distraction impossible

Communicates something special is about to happen that will once and for all solve a problem that has affected them dearly

Shows that the future is indeed bright and you're going to help make that a reality

STEP 1 INTRODUCTION

- **Context**
- **Vision**
- **Strategy** 
- **Commitment**

GREAT INTRODUCTIONS

Accomplish all of the following

1. Authority
2. Commitment
3. Objections
4. Hope
5. Intrigue

STEP 1 INTRODUCTION

- **Context**
- **Vision**
- **Strategy**
- **Commitment**



QUESTION

If you did this and nothing else, do you think it would dramatically improve your webinar effectiveness?

Do you think your audience deserves it and every moment you deny it to them is a moment you're actively participating in their despair?

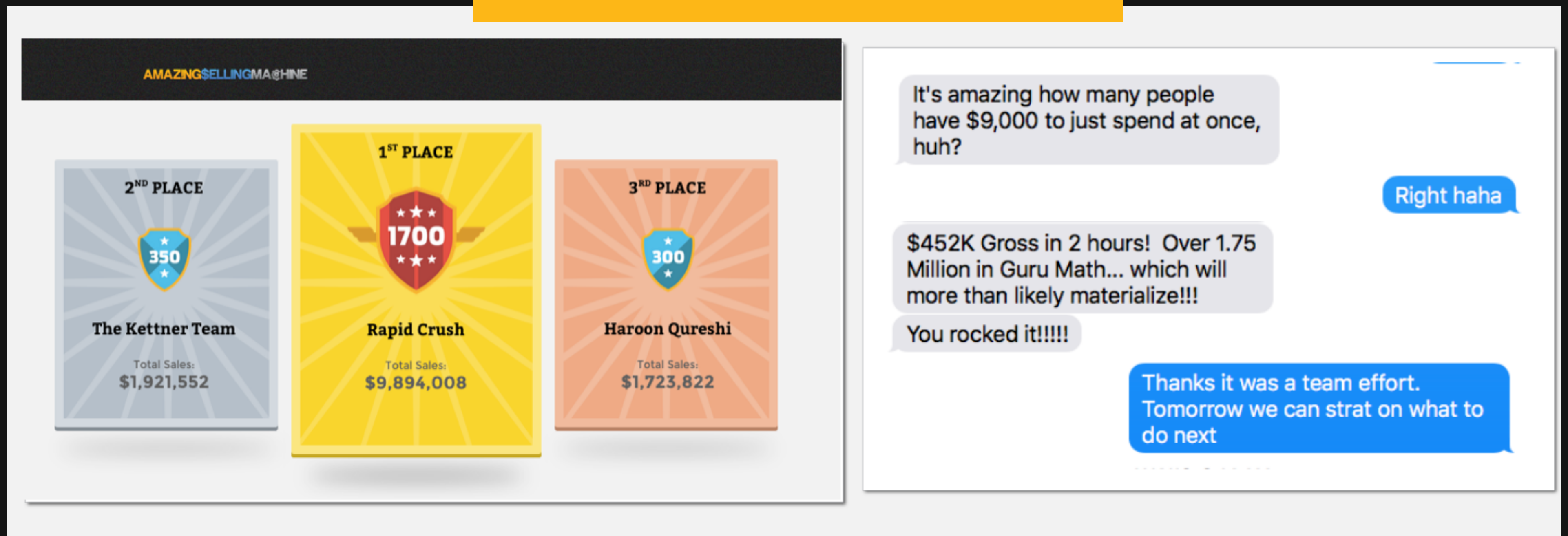
FOR EACH STEP

Just repeat the **content-vision-strategy-commitment** formula!

CONTENT BEST PRACTICES

Don't just tell. Show!

PERSONAL RESULTS



CONTENT BEST PRACTICES

Don't just tell. Show!



11/11/16, 10:29 AM

Hey man is there anything I can do to help you make this first 100k extra awesome - want me to prep anything or make a presentation?

1:28

POSITIONING

CONTENT BEST PRACTICES

Don't just tell. Show!



CELEBRITY

CONTENT BEST PRACTICES


Don't just tell. Show!

Today, 8:42 AM

Hey old man can you text me over a quick testimonial about how good I am at webinars and if you want to throw some numbers in there of the money we've made together with webinars that'd be awesome. I'm doing a webinar training next week for joe polish's audience 😊

Last year I was traveling with my family in Italy and I had to pass on a last minute JV opportunity. Jason hit me up on skype and asked if he could do the webinar for me since I would have to pass. I thought, "why not?" When I got back from Italy we had 1.5 million in sales and a Tesla in the driveway.

Or something to that effect lol ?



John Carter

TESTIMONIALS

CONTENT BEST PRACTICES

Provide a roadmap

1

Introduction

2

Content

3

Transition

4

Close

Creating & Using Emotional States

People buy on emotion and justify on logic. Once your webinar is done go through your content section and continually ask yourself: "What feeling *should* my attendee be feeling right now?" and adjust as needed.

Below is my emotional state cheatlist. These are the most powerful emotions I've found that lead to understanding and purchasing on a webinar.

- **Fear** – how will not doing what you're showing them leave them awake at night, in wide-eyed terror staring at the ceiling due to their inaction of *not* doing what you showed them?
- **Anger** – what moral outrage should they feel related to what you show because once they feel it, to do nothing is to be complicit with the status quo.
- **Hope** – If the world isn't worth living in they won't do anything to change their current situation. What would it take for them to look at the future eagerly again?
- **Excitement** – This is the spark which precedes massive action. How can you make it so they can't resist going forward with what you're teaching?
- **Lust** – how can you create an intense longing for the results that your content can provide to them?
- **Comfort** – how can they move forward with what you show in a way that only allows them to win and never lose?
- **Acceptance** – how can this make them whole again and how will this leave them incomplete if they do not utilize it?

CONTENT BEST PRACTICES

What emotion state does your content create?

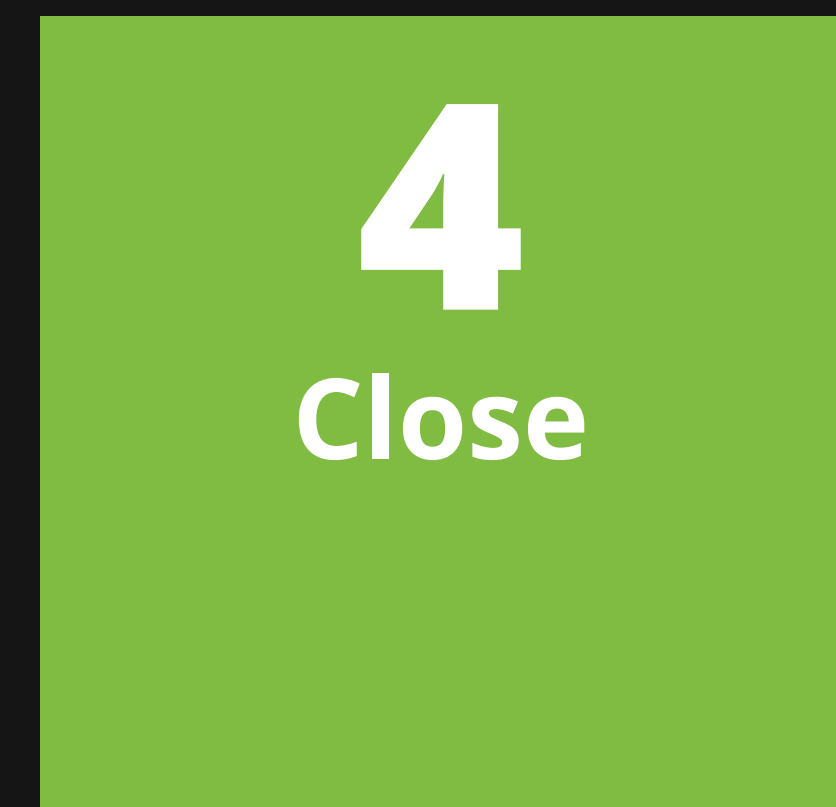
WOULD YOU AGREE?

Not only will this help your content have impact but isn't it easier to create content within a framework?

QUESTION

When presented with a better and easier way, do you change your approach?

FRAMEWORK



TRANSITION

If you're uncomfortable selling they'll be uncomfortable buying

HERE'S HOW TO FIX THAT...

THE BEST TRANSITION

Gets your audience to feel like you're doing a favor by offering the opportunity to buy from you

**Nail the transition and they will be
begging you for the chance to spend
money with you!**

TRANSITION FORMULA

60 second recap

Yes momentum

Two choices

60 MINUTES IN 60 SECONDS

Condense the most powerful insights into a series of bullet points that you fire off in rapid succession to dramatically show the amount of value you provided

For example...

TODAY

- **I revealed a detailed webinar framework that has been tested & perfected across 9 figures worth of sales**



TODAY

- **How to make your webinars sell better in the first five minutes than most people do over the whole webinar!**

GENIUS WEBINARS

Elements Of A Group Webinar Introduction

If you accomplish all five of the elements below in the first 5 minutes of your webinar, you'll be well on your way to setting the proper foundation for a massively successful webinar.

1. **Cement your status as authority** so they believe everything you share and show
2. **Create a commitment** in the audience to do what you're about to show them (buy in leads to BUYING)
3. **Handles objections** in advance (because objections are so insidious to the sale we
4. **Fosters hope of a future** that is significantly better than the current reality your audience faces
5. **Has mystery and intrigue** to hook your audience and keep them hooked throughout the presentation!

Cement Authority Status

- **Personal results** – what visual proof do you have that backs up your big webinar claims and promises? Statistics, awards, results, recognitions can go along way to getting people excited to buy into what you're going to teach them.
- **Positioning** – what will make the attendee automatically conclude you're a "big deal" related to what you can solve for them? Books, associations, companies, experience and more can go along ways, especially if you link

Page 1

TODAY

- **A formula for making your content more valuable and easier to create while simultaneously ratcheting up demand in advance for you offer at the end of your webinar...**

STEP 1 INTRODUCTION

- Context
- Vision
- Strategy
- Commitment



You only get one chance to make a first impression

Your first 5 minutes can either dazzle or dull; inspire or annoy; make you money or cost you money

TODAY

- A formula for making your content more valuable and easier to create while simultaneously ratcheting up demand in advance for your offer at the end of your webinar...

AND SO ON...

STEP 1 INTRODUCTION

- Vision
- Strategy
- Commitment

You get one chance to make a first impression

Your first 5 minutes can either dazzle or dull; inspire or annoy; make you money or cost you money

YES MOMENTUM

Smaller yeses lead to bigger yeses

You should have 100 “yes opportunities” established *before* you get to the transition

Then in the transition itself you fire off a series of “yes” questions, one after the other...

EXAMPLES

- **Was our time together thus far enjoyable for you?**
- **Have you also found it valuable?**
- **Do you now feel more comfortable with your ability to make money with your webinars?**
- **Have you come up with some good ideas you already feel excited about implementing in your business?**
- **Is it fair to say using these techniques would give you a significant advantage over your competition?**

THE TWO CHOICES “CLOSE”

Here's the script...

THE TWO CHOICES “CLOSE”

I have absolute confidence that you could take everything we covered here today and on your own go out and put it into action and get results that you previously thought weren't possible. I am certain just with the information we've covered on this webinar today, left on your own with your own resources, time and effort you can make a go at this in a way most people will never be able to.

And if that were your only option it would a worthy ideal to pursue.

THE TWO CHOICES “CLOSE”

But what if there were another option. An option that allowed us to go at this together. A chance to go deeper than we can in one measly hour on one measly webinar, connecting together one measly time.

What if I played an active role in your results, took a responsibility in your success and had an obligation to your outcome? How would that make things different?

THE TWO CHOICES “CLOSE”

Do you think in that situation I could empower you with any and all resources at my disposal to stack the deck in your favor to make success all but inevitable?

If I had shortcuts and support systems and additional insights that go even deeper and more thorough into getting you the result you want, desire and quite frankly deserve.

If I had such an option for you, would you love to hear more about it and what it could do for you?

THE TWO CHOICES “CLOSE”

That's why it's with great pleasure
that I introduce you to...

FRAMEWORK

Introduction



Content



Transition



Close



THE CLOSE

Offer

Price

Bonus

Guarantee

Objections*

Scarcity

ONE TIP

Once you close, you should be obnoxious with your call to action URL

<http://rapidcrush.com/warroom.pdf>

ONE TIP

It should be impossible to miss

<http://rapidcrush.com/warroom.pdf>

ONE TIP

It should be on every slide from here on out...

<http://rapidcrush.com/warroom.pdf>

ONE TIP

Just like this :)

<http://rapidcrush.com/warroom.pdf>



**Jason
Fladlien**

Rapid Crush Inc.

How To Create Million Dollar Webinars

<http://rapidcrush.com/warroom.pdf>