The Coaching Webinar Script Template

A minute-by-minute 75-minute script that teaches, proves and sells — fill in your offer.

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A great webinar is not a great talk — it is a persuasion machine with a timetable. Every minute has a job, and when each block does its job, the pitch lands while trust is at its peak. This template gives you the full 75-minute architecture we use in coaching launches: for every block you get the goal, the moves that work, sample lines to adapt, and blank lines to write your own version. Print it, fill it, rehearse it once — then deliver it live and let the recording become your evergreen asset.

> *The three numbers that decide your webinar: registration rate (15–25% of cold traffic), show-up rate (40–50% of registrants), and offer conversion (5–15% of the live room). This script is engineered to maximize the last two.*

Minutes 0–5 — The Hook

Goal: confirm they are in the right room and promise a specific payoff for staying. Do not introduce yourself for three minutes — open with the outcome or the mistake. Name the exact transformation the hour delivers, and give them a reason to stay to the end (the live-only bonus or template you will hand over).

- State the transformation: "By minute 60 you will have _____, even if _____"
- Name the audience and the enemy: the common approach that keeps them stuck
- Deliver the stay-to-the-end hook: the live bonus, the template, the Q&A

My hook — the one sentence they came for:

_____

_____

_____

_____

_____

_____

Minutes 5–15 — Your Story (The Trust Bridge)

Goal: turn "who is this person" into "this person gets me". Your story is not a biography — it is a bridge with three planks: the before (the struggle they recognize), the turning point (the discovery that changed everything), and the proof (what changed, in numbers). Keep it to ten minutes; long origin stories lose rooms.

My before (the struggle, in their words):

_____

_____

_____

_____

My turning point (the discovery):

_____

_____

_____

_____

My proof (what changed, with numbers):

_____

_____

Minutes 15–45 — The Teaching (Three Moves, Not Ten)

Goal: prove your method works by teaching three real moves — enough to create wins, not enough to remove the need for the program. The rule that keeps the pitch welcome: give the **what and the why** completely; the **how** — the templates, the feedback, the step-by-step — lives inside the program. Each move: explain it, show a client example, then run a one-minute exercise so the room feels progress.

Move	What it proves	Client example (fill in)
Move 1 — _____ _____	The method is different	
Move 2 — _____ _____	The method is repeatable	
Move 3 — _____ _____	The method works for me too	

Checkpoint: if you can cut a section without the pitch making less sense, cut it. Webinars die of generosity — ten teaching moves bury the transition.

Minutes 45–50 — The Transition (The Pivot Line)

Goal: make the offer feel like the natural next step of the teaching, not an interruption. The pivot names the gap on purpose: what you taught gets results; the program installs them for you. One honest sentence pattern: "Everything I just taught works — and it goes four times faster with eyes on your specific case. That is what the next 90 days are for."
My pivot line — teaching to offer, no apology:

_____

_____

_____

_____

Minutes 50–65 — The Offer

Goal: present the program so plainly that the decision is about fit, not decoding. Cover five beats, in order: the transformation (name the after-state), the method (the three moves as the roadmap), what is included (each element with its value), the proof stack (two client results with numbers), and the price framed against the return. Then remove the risk: guarantee, payment plan, and who this is NOT for — the disqualification line raises trust more than any bonus.

- Transformation + timeline: "In 90 days: _____"
- Includes: list every module, call and template — each with its value
- Price anchor: the return math ("one client pays for it")
- Risk removal: guarantee terms, payment plan, refund story
- Who it is not for: the honest disqualifier

My price framing sentence (offer vs return):

_____

_____

_____

_____

Minutes 65–75 — Q&A and Final Close

Goal: let the room sell itself — every answered question dissolves the same doubt in hundreds of silent attendees. Prepare your top five questions in advance and answer them in objection order (time, money, "will it work for my niche"). Close with the deadline, the enrollment link on screen, and the final benefit restated — then stay on camera until the last question dies. Final-day reminder emails collect 30–50% of total webinar revenue, so the

close here is the start of the follow-up, not the end of the funnel.

The Reminder Sequence (Appendix)

Show-up lives on reminders, not enthusiasm. Send all four:

- 24 hours before — the "tomorrow" email: what, when, the bonus, calendar link
- 1 hour before — "we are live soon": the single biggest promise restated
- 10 minutes before — the direct room link, one line
- Next day — replay window: 72 hours, real deadline, one clear CTA

Adapt every line to your voice, rehearse the transitions twice, and time yourself once against the minute marks. When you would rather have the whole machine — registration pages, reminder automations, replay logic and follow-ups — built for you, Funnels That Sell wires exactly this script into a done-for-you funnel.