

The Simple Webinar Outline Template

Fill in the blanks and get a webinar that teaches, builds trust and sells

By Stefan Ciano, co-author of *Sell More With Webinars* · stefanciano.com/newsletter

How to use this

Grab a doc. Copy each section below. Fill in every [blank] in a sentence or two.

Plan for about 45 to 60 minutes total. The times next to each section are a guide, so move them around if you need to.

When you're done, you have your slide outline. One idea per slide.

1. The Hook (first 2 minutes)

Your only job here is to keep people from leaving.

- **Big promise:** By the end of this, you'll know how to [result] without [thing they hate].
- **Who it's for:** This is for [who] who [situation].
- **Stay till the end:** Stick around, because at the end I'm giving you [bonus or gift].

2. Who You Are (3 minutes)

Short. People care about their problem, not your resume.

- **Where I was:** A few years ago I was [relatable starting point].
- **What changed:** Then I found [discovery or method].
- **Why listen to me:** Since then I've [real proof only. Leave this blank if you don't have it yet].

3. The Big Idea (3 minutes)

The one belief they need before anything else makes sense.

- **Old way:** Most people try to [common approach].
- **Why it breaks:** The problem is [why it fails].
- **New way:** What works better is [your method, named].

4. Teach 3 Secrets (20 to 25 minutes)

Each secret breaks one false belief that would stop them from buying.

Secret 1: The vehicle - False belief: "[I don't think this method works for me]" - Truth: [why it does] - Story or example: [real story]

Secret 2: Themselves - False belief: "[I can't do this because ____]" - Truth: [why they can] - Story or example: [real story]

Secret 3: Outside stuff - False belief: "[Even if I do it, ____ will stop me]" - Truth: [why that's handled] - Story or example: [real story]

Teach the *what* and the *why*. The full *how* is what the offer gives them.

5. The Bridge (2 minutes)

- **Recap:** So now you know [secret 1], [secret 2] and [secret 3].
- **Two choices:** You can go do this on your own, or I can help you get there faster with [offer name].
- **Permission:** Mind if I show you how that works?

6. The Offer (8 to 10 minutes)

- **What it is:** [Offer] helps [who] get [result].
- **What's inside:** Piece 1 [what it does for them], Piece 2 [...], Piece 3 [...].
- **Bonuses:** [Bonus] so you can [benefit].
- **Price:** [Show it once, clearly, after the value].
- **Guarantee:** [Your real guarantee, if you have one].
- **Real deadline:** [Why act now, only if it's true].

7. The Close and Q&A (10 minutes)

- **Call to action:** Go to [link] right now.
 - **Top 3 questions:** Answer these before anyone asks: 1. [question] → [answer] 2. [question] → [answer] 3. [question] → [answer]
 - **Last call:** Repeat the link, the bonus and the deadline.
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Quick checklist before you go live

- ☐ Hook names one result, in plain words
 - ☐ Each secret has a real story
 - ☐ Every number and result in the deck is true and checkable
 - ☐ Offer slide shows the link on screen
 - ☐ Follow up emails ready for people who don't buy live
 - ☐ Replay page ready
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Want to run this on autopilot?

Once your webinar works live, you can run it as an automated webinar so it keeps selling while you sleep. That's what I built [WebinarKit](#) for, and it does live webinars too.

And keep an eye on your inbox. I send one short email a day on marketing and AI that I use in my own businesses.

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