



SELL FROM STAGE ACADEMY

VIRTUAL EVENT
WORKBOOK

WWW.SELLFROMSTAGEACADEMY.COM

THE WORKSHOP IMPACT FORMULA

Below are some questions to get you started with the Sell From Stage VIRTUAL EVENT™.

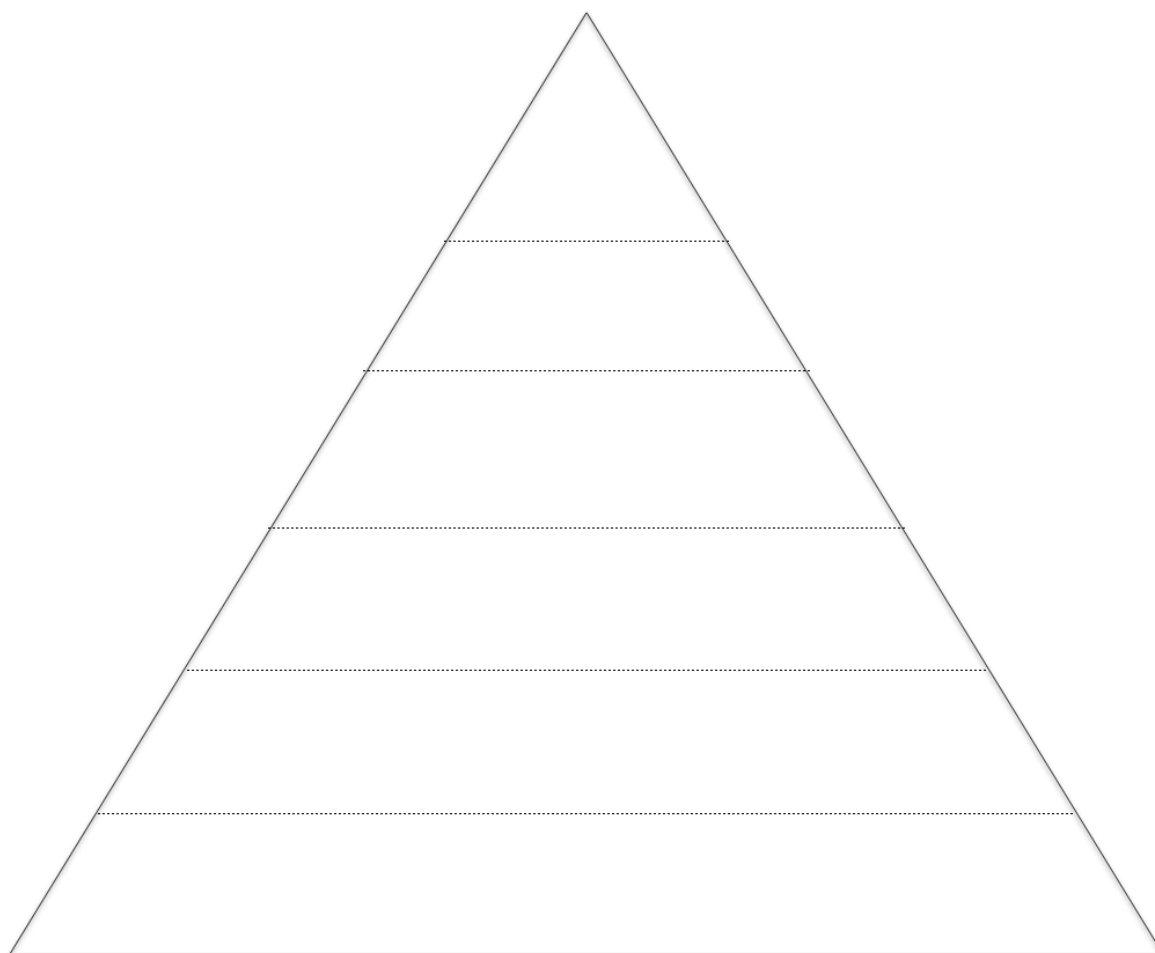
What would be a great outcome for you from the Sell From Stage VIRTUAL EVENT™ ?

What do you need to let go of to make this workshop transformational?

How are you committing to showing up for the whole experience?

THE SELL FROM STAGE JOURNEY

Below is the journey you are moving through related to mastering this topic. The workshop will help you move up this journey. Use the framework below to identify what level you are on and how you want to develop further.



MINDSET EXERCISE PART 1

Mindset is about understanding firstly what thinking is preventing you from commanding the stage and selling your services. Then, we will look at adopting a new belief system that serves your mission and purpose so that you have a greater confidence and commitment.

What experiences or situations have happened that are affecting your confidence in your ability to speak or sell on any stage?
List them below.....

What resistance or limiting beliefs do you have about speaking or selling on stage or webinars?
List them below.....

What 'positive reward' do you get from hanging onto these limiting beliefs?
i.e. they keep you safe, in procrastination, in your current safety zone etc.

MINDSET EXERCISE PART 2

The next step is about adopting a new belief system that serves your mission and purpose so that you have greater confidence and commitment. As you integrate these beliefs into your psychology you'll feel more confident and create the stage presence you've always desired.

Write down the beliefs that would serve you for becoming a person who can confidently speak and sell on any stage...

List them below.

Colin's Personal Note: I spend 5 - 10 minutes every day writing out the beliefs I'm choosing to believe about myself. This is not a 'set and forget' experience. As a Sell From Stage Student I want you to commit to being a 'Pro'. That means everyday you decide how you're going to show up. The easiest way is to write your beliefs each day. I do it in a small journal. Your beliefs should mainly start with "I am"....

THE CORE PREMISE

The core premise is the statement you are attempting to prove through your presentation. This forms the 'through-line' for your whole presentation. Use this template below to create your core premise.

Here is an example of a core premise:

(Your vehicle) is the most effective / fastest / only / way to (desired outcome), without (undesired activity)

You are (insert your vehicle) to having (desired outcome)

Example:

(Speaking persuasively on a stage) is the most effective way to (converting more client at scale) without (working overtime)

You are one irresistible presentation away from the breakthrough you're looking for

Create your core premise here:

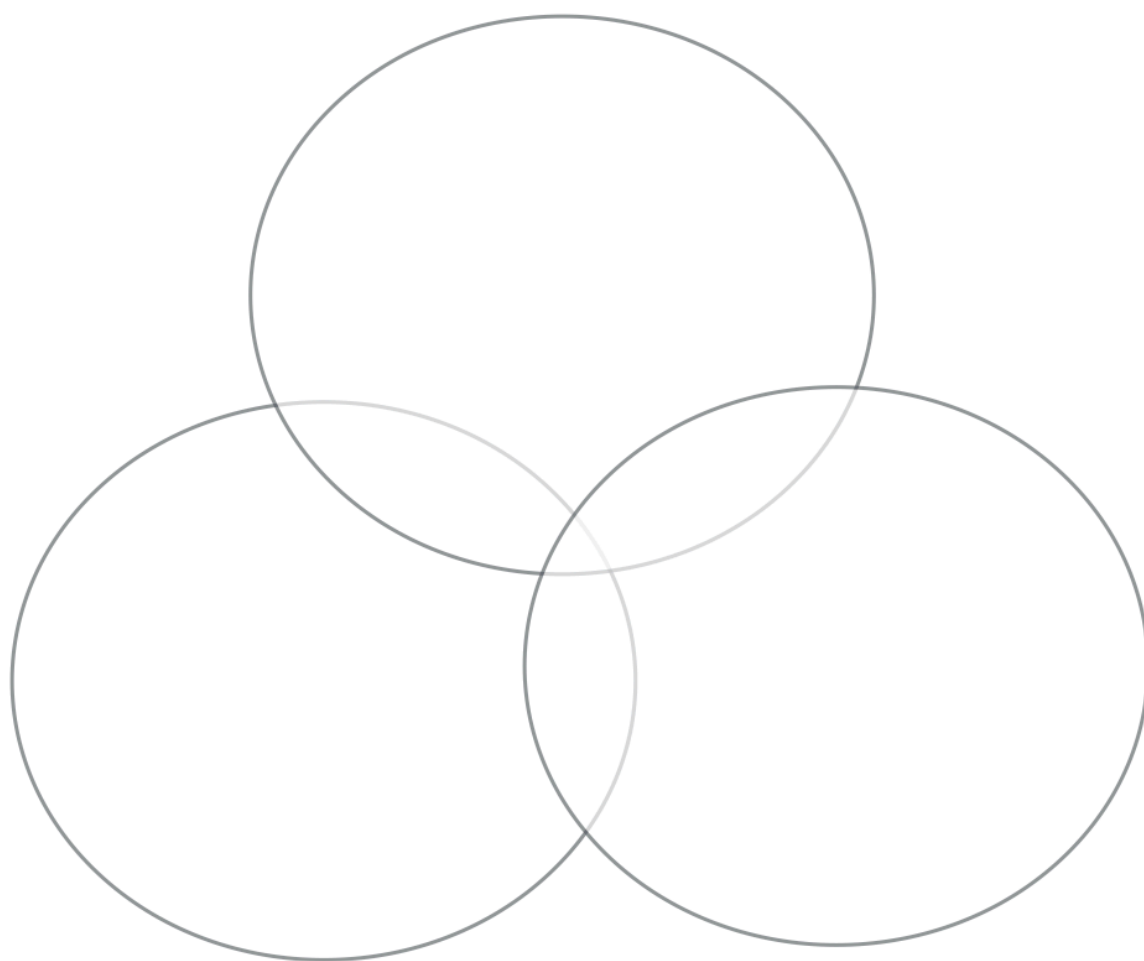
CONVERSION STORY FORMULA™

Telling your signature story is crucial to imparting the beliefs needed for customers to enroll in your offers. Use this template below to outline your signature/conversion stories. Then use this as a guide to share your story with your audience.

Stage	Content
The Situation Describe the situation in detail, starting in a specific moment.	
The Challenge What was the big internal/external challenge you were facing?	
The Desire What was your desire or what did you want differently in your life externally / internally?	
The Decision What decision did you make that made the difference for you?	
Breakthrough Journey What was the breakthrough journey that occurred and how did this feel?	
The Core Premise What was the insight or epiphany that you learnt?	
The Importance Why is this epiphany important to your audience?	

THE BIG STRUCTURE MAP

This is the overarching formula that you'll use when you have the opportunity to sell directly into an offer or product. This will be great for when you run webinars, your own events or if the event planner gives you permission to sell.



THE RESISTANCE REDUCER

Use this worksheet to identify the miss-beliefs or resistance people have around your topic or offer. This is a crucial part of designing content that sells. Write down the “yeah buts” that prevent people from saying yes. It’s your job to reframe these misguided beliefs and prove to the audience the truth. For example the old belief is “selling is sleazy” the new belief is “selling is serving”.

Old Belief / Mis-guided Belief / Resistance	New Belief: The Truth
Old Belief / Mis-guided Belief / Resistance	New Belief: The Truth
Old Belief / Mis-guided Belief / Resistance	New Belief: The Truth

CONTENT CREATION WORKSHEET

Use this worksheet to identify ideas that could be shared to create belief, desire and commitment to the vehicle

<p>BELIEFS</p> <p>What beliefs need to be reframed in order to create less resistance to them saying yes?</p> <p>What must they believe about themselves in order to feel confident to say yes to your offer?</p>	
<p>DESIRE</p> <p>What ideas and content is most desirable to learn in your topic?</p>	
<p>VEHICLE</p> <p>How can you show them your vehicle?</p> <p>How can you show that your vehicle is unique?</p>	

(SHARP SELL) THE OPENING MAP

1	<p>Connect & Context</p> <p><i>Webinar:</i> Where are you calling in from? What's the weather like?</p> <p><i>Live:</i> Shake the hand of the person next to and say, I'm glad I'm sitting next to you.</p> <p>or Open straight up with a story that relates to the topic</p> <p>or Ask some universal questions</p> <p>Then Context - Talk about the big context/topic.</p>	2	<p>Identify</p> <p>You're going to get a lot of value today if you fit any of these criterias...(Then list the criteria's)</p> <p>I trust you'll notice the value of applying these ideas today, so make sure to have a pen and pad ready so you don't miss a thing.</p>	3	<p>Unique Advantage</p> <p>This session is unique and different because the ideas we will be discussing are...(talk about why its different or unique)</p>
4	<p>Promise / Permission / Action</p> <p>The goal of our time together is to help you....(Get X without Y)</p> <p>The problem is that we have only have a short time together, so I'd love to share the next steps at the end for those who resonate with me and want further help.</p> <p>My final ask is that you take action on the ideas that resonate. Who here would consider themselves to be an action taker?</p>	5	<p>A)Show Up Bonus - Tell the people who have shown up live that you'll email them a bonus or ask them to type in their 'email in the chat' to send them the bonus after the webinar ends</p> <p>OR</p> <p>B)Stick strategy - If you choose to hang around till the end I'll show you where you can get access to my "Name cool thing/Slides etc)</p> <p>or</p>	6	<p>Contrast</p> <p>The challenges you're probably experiencing in this area are...(List 3 to 4 challenges)</p> <p>The desires you probably have in this area are....(List 3 to 4 desires)</p>
7	<p>Story</p> <p>Tell your signature story.</p> <p>(Remember the purpose of this story is to impart the revelation you had about the vehicle you were teaching)</p>	8	<p>Core Premise</p> <p>From my journey, that big thing that I discovered was...</p> <p>[Insert your core premise here, but don't mention the name of your program]</p> <p>e.g. "That selling from a stage is the fastest way to get a flood of clients and build the business you've always desired"</p>	9	<p>Transition</p> <p>Knowing that, lets not go deeper into the big ideas for our session today...</p> <p>[This is where you'll move into your content. That could be 3 or 5 principles, mistakes or even a framework, then principles after]</p>

THE CONTENT MAP - PRINCIPLE

Principle	Importance	Story (Right Brain)
Introduce them to the concept you'll be teaching.	Dig deep into why this concept is important to understand. What are the consequences of not learning and applying this idea. What are the benefits.	Tell them a story either personal or second hand that illustrates the power of the concept. Discuss a metaphor showing what the concept is like.
<p>Statistic (Left Brain)</p> <p>Share a case study, statistic, facts, data or framework that will reinforce the strategy that you mentioned.</p> <p>My favorite is a case study that shows a student who had a similar problem to them and how they used one of your 'strategies' to get an amazing result.</p> <p>Teach them the high level understanding of the point, NOT the step-by-step process for implementing the point.</p>	<p>Seeding or Opt-in</p> <p>Seeding: Mention a template that you use in your paid programs or use a case study of a student that has seen success in the strategy and the result they had.</p> <p>Opt-in: Give them an address to go to to get access to one of your tools that your teaching. You can also use 'url address' or 'text a number' based tools to download.</p> <p><i>Note: This seeding strategy can be done throughout the stories or the statistics you're sharing to support your point. It doesn't have to be a separate part of the process. I also don't do this on every point.</i></p>	<p>Micro Decision</p> <p>Identify: Bring the point back to them and ask a question that will get them to identify either pain or pleasure in the concept. Get them to rate themselves on a scale of 1 - 10</p> <p>Amplify: Future pace either the benefit of mastering this area or consequence of not. Get the audience to 'feel' how impactful this idea could be.</p> <p>Decide: Ask them if they can decide today to improve in this area. Get them to 'make a decision' to commit to this area.</p>

THE CONTENT MAP - MISTAKE

<p>Big Mistake</p> <p>Introduce them to the big mistake that people make</p>	<p>Symptoms</p> <p>Discuss the symptoms they would be experiencing if there were making this mistake and the impact of this if it does not change.</p>	<p>Truth + Story/Example</p> <p>Share the truth behind the mistake and what people should be doing instead.</p> <p>Teach them the high level understanding of the point, NOT the step-by-step process for implementing the point.</p>
<p>Statistic (Left Brain)</p> <p>Share a case study, statistic, facts, data or framework that will reinforce the strategy that you mentioned.</p> <p>My favorite is a case study that shows a student who had a similar problem to them and how they used one of your 'strategies' to get an amazing result.</p> <p>Teach them the high level understanding of the point, NOT the step-by-step process for implementing the point.</p>	<p>Seeding or Opt-in</p> <p>Seeding: Mention a template that you use in your paid programs or use a case study of a student that has seen success in the strategy and the result they had.</p> <p>Opt-in: Give them an address to go to to get access to one of your tools that your teaching. You can also use 'url address' or 'text a number' based tools to download.</p> <p><i>Note: This seeding strategy can be done throughout the stories or the statistics you're sharing to support your point. It doesn't have to be a separate part of the process. I also don't do this on every point.</i></p>	<p>Micro Decision</p> <p>Identify: Bring the point back to them and ask a question that will get them to identify either pain or pleasure in the concept. Get them to rate themselves on a scale of 1 - 10</p> <p>Amplify: Future pace either the benefit of mastering this area or consequence of not. Get the audience to 'feel' how impactful this idea could be.</p> <p>Decide: Ask them if they can decide today to improve in this area. Get them to 'make a decision' to commit to this area.</p>

(SHARP) THE CLOSE MAP - PART A SCRIPT

Review & Value	Revisit their reality	Future Pace	How?
<p>So let's review the big ideas that we have covered today.</p> <p>Review big ideas quickly.</p> <p>What's been most valuable from the presentation so far?</p>	<p>As we discussed, there are a few big problems you are probably facing right now...</p> <ol style="list-style-type: none"> 1. Your frustrated with your results in X 2. You're not where you want to be in Y 3. You want to avoid long-term having Z 	<p>Take them into the future and ask them to imagine a new desired future.</p> <p>I want you to imagine just 3 days from now you are doing (insert positive thing) and you're feeling (insert positive feeling). Note: do this 3 day, 3 months & 12 months.</p> <p>What type of person are you seeing in your future?</p> <p>My question is, are you committed to being and acting as this person from this point forward?</p>	<p>If you are committed to being that person the only thing stopping you now is HOW to get there.</p> <p>And the good news is you don't have to do the guess work anymore. I want to share with you how you can reach your goals easier and faster than ever before.</p>
<p>Disqualify and qualify</p> <p>Before I share with you the next step I need to be upfront. This is not for everyone.</p> <p>This is not for you if... (Insert values you don't want)</p> <p>This is for you if (insert criteria + Values of people you want). For example this is for you if you are coachable, willing to try new things and implement.</p>	<p>Program and Promise</p> <p>So, the next step is called the (insert program name).</p> <p>The reason why I created it was... (Insert your reason for creating, this is your heart for it and them)</p> <p>The promise of the program is...(It will help you to get X, so that you can have Y, without Z)</p>	<p>Modules</p> <p>The signature process you'll move through starts with (insert phase one). In this module you'll discover how to X so you can Y.</p> <p>The second module is (insert phase two). In this module you'll discover how to X so you can Y.</p> <p>Continue through the phases...</p>	<p>Bonuses + Objections</p> <p>After building this program I realized that some of you might be thinking (insert objections).</p> <p>So that's why I went ahead and created (name bonus) and outcome it gives them.</p> <p>(3 to 4 bonuses is usually enough.)</p> <p>Ask: Does this all make sense?</p>

(SHARP) THE CLOSE MAP - PART B SCRIPT

Testimonials	Summary and Value stack	'If only' Method to Price Reveal	Guarantee
Some of the results we are getting from graduates of the program include...(Share 1 to 3 testimonials)	Take them through the entire offer in a long stack of elements. Quickly recap each element of your offer and its value. Then summarized the value and total it. (try to do this quickly in about 2 minutes)	<p>"The total value is \$X. I'm not going to ask you to pay this amount, but imagine for a moment that you did. And 'if only' through implementing this formula you created (insert desired realist) would it be worth it?"</p> <p>If only you create (desired results) Would it be with it?" (ask this again)</p> <p>"So to get access to the entire program the investment is only (reveal the price)"</p>	<p>I want you to feel really comfortable to join this program so I'm going to give you a (insert your guarantee).</p> <p>(That could be a 30 day money back no questions asked, we will still be good friends money back guarantee.)</p>
Fast Acting Bonus	Deadline	Call to Action	Q&A and Objection reversals
<p>I also want to honor all of you and your time today, even more. So for those of you who take action in the next (insert your time which should be 24hours or less) you'll also get...</p> <p>...or for the first 10 people to sign up you'll also get... (insert fast acting bonus like an extra cheat sheet, course or tool. Make sure it's relevant to getting them faster results).</p>	<p>"Make sure to act quickly because this special offer is only available until (insert close cart time). And remember the special fast acting bonus is expiring in the next 24hours."</p>	<p>WEBINAR: To join the program go to [www.mycoolprogram.com] and click join.</p> <p>LIVE: So to join the program simply complete the details on the application form in front of you and I'll be waiting at the back to greet you and welcome you into the program.</p>	<p>LIVE: Walk to the back of the room and answer question individually. Don't take questions from the stage if you can avoid it.</p> <p>WEBINAR: Have 3-5 pre-prepared questions that address objections and answer those. Then respond to any questions that are coming through the chat.</p> <p>Keep directing people to the link to join throughout.</p>

THE WEBINAR GREEN FLAGS FORMULA™

Use this worksheet to identify where the Red, Orange and Green Flags are in your webinar process and identify some prescriptions for improving your results.

Phase	Category	Flag / Performance	Problems	Prescription
Sign Up	Organic posts			
	Advertising			
	Email invites			
	Registration page conversion			
Show Up	Show up bonus			
	Show up texts			
	Show up Emails			
Webinar	Webinar delivery			
Follow Up	Offer			
	Fast Acting Bonus			
	Sales page			
	Payment plan			
	Follow up email sequence			

INFUSION SELLING STRATEGIES™

Infusion Selling Strategies are some of the most advanced and persuasive ways to teach content, provide value but also produce incredible desire for your offer. Below is a short summary of the nine infusion selling strategies that you can implement in any presentation, webinar or talk that will draw your audience towards your offers.

<p>The Signature Story Telling your signature story in a way that reinforces the core premise or core belief for your offer is a very powerful infusion selling strategy and can be used in general content and also the start of your presentation.</p>	<p>Micro Decisions Creating momentum throughout your presentation by encouraging the audience to make micro decisions not only produces engagement but moves the audience towards being more committed in themselves and the offer.</p>	<p>Belief reversals Your content must reverse or debunk the beliefs and resistance points that your audience has about your topic and ultimately your offer. Ensure that your content addresses some resistance that the audience may have towards saying yes to your offer.</p>
<p>Case-stories Case studies should be told in a story format that move the audience from challenge to success. They should also reinforce the power of your vehicle to see results. The case study not only teaches the audience about a pathway to success but also shows them that it's possible through your methodology.</p>	<p>Tantalize Tools Throughout your presentation you should tantalize the audience with the tools that your clients use to get results. A great tool is any sort of template, proprietary process or system that you have in your paid programs. It must be a valuable, easy to use and fast in getting results.</p>	<p>Big Process Showing your audience that the content you're providing is only a small part of the bigger journey will create desire for your program or product. This can be done by showing the big phases, pillars or framework.</p>
<p>Identity Tension Throughout your presentation you should identify the feelings and identity of your avatar when they are struggling and the feelings and identity of your avatar when they are successful. As you create the distinctions between these two tension builds. This tension creates aspiration and desire for your audience to step up, take responsibility and move forward.</p>	<p>Future Self Having your audience deeply associate with the successful version of themselves will enable them to make a more empowered decision. Throughout your presentation cast a greater future for them and their business. The stronger they associate with this the more courageous they become in the greater results they get.</p>	<p>Values Projection Your offer should represent a value system. Your case studies and the offer itself should represent the value system of the people who succeed. When you talk about the value system in your offer the audience is no longer buying a program, they are aligning with values.</p>

ACTION SHEET

Use this space to work out your actions from each module or the Sell From Stage Academy™ as a whole.

Action	Date due

YOUR NOTES & INSIGHTS

Your notes...

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