Welcome Clinician Founder

Plan a Webinar That Helps People Decide

You have a webinar or workshop coming up. You want it to lead naturally to your offer, but every time you start the slides, the deck grows and the point gets less clear.

Use this guide to plan what the audience needs to understand before you show the price — without turning the session into a long lesson or a hard sell.

PRACTICAL FOUNDER RESOURCE

FINISH WITH

A clear decision-led outline, an honest explanation of the journey and effort, and a final deck check before the price or invitation appears.

Allow about 25–35 minutes for the first planning pass.

STEP 1

Give the session one clear job

The webinar is not the final transformation. Its job is to help each person decide whether your offer is a suitable way to move from where they are now to where they want to go.

WHAT DECISION SHOULD THEY BE ABLE TO MAKE?

Complete this sentence: By the end of the session, the right attendee should be able to decide whether _____ is the right next step for them.

WHO IS THIS DECISION FOR?

Name the person, the problem they already recognise and the situation that makes this decision relevant now. If those are vague, the slides will be vague too.

WHAT IS THE OFFER — AND WHAT IS IT NOT?

Write the offer, course, programme, product, event or service that follows. Then name one thing the webinar will not promise to achieve by itself.

Keep the decision in view. Useful teaching should support it, not bury it.

STEP 2

Build the first half of the outline

Before someone can judge your offer, they need to recognise the starting point, want the destination and understand why this route deserves consideration.

1. WHERE ARE THEY NOW — AND WHERE DO THEY WANT TO GO?

Current situation or problem they should recognise:

Useful future they want to move towards:

2. WHY CONSIDER THIS OFFER RATHER THAN ANOTHER ROUTE?

Name the most relevant difference plainly. It may be the method, level of support, accuracy, speed, fit or another advantage you can honestly support.

The relevant difference is:

SAY NO TO VAGUE SUPERIORITY

Do not claim “better”, “faster” or “more accurate” unless you can explain compared with what, for whom and on what basis.

STEP 3

Show the journey and the trade-off

Belief in you is not enough. People also need to picture themselves doing the work and judge whether the likely value is worth the time, effort, discomfort and money.

3. HOW DOES THE JOURNEY WORK — AND WHAT WILL IT ASK OF THEM?

Main steps or experience:

Time, effort, behaviour change, uncertainty or sacrifice they should know about:

4. WHY MIGHT IT BE WORTH IT — FOR THE RIGHT PERSON?

Describe the useful outcome, the honest reasons it may be achievable and the trade-off the attendee is considering. Let “not for me” remain a valid answer.

What makes the trade-off reasonable for the right person?

THEN SHOW THE MONEY

Present the price after the audience can see the problem, destination, route, demands and value clearly enough to make a fair comparison.

STEP 4

Check the deck before you deliver it

Use this page on a draft outline or an existing deck. If you cannot point to the slide or moment, fix the outline before adding more content.

- [ ] THE DECISION
  The audience knows what they should be able to decide by the end.
- [ ] THE STARTING POINT
  The right person can recognise the present problem or situation.
- [ ] THE DESTINATION
  The useful future is clear without promising a guaranteed outcome.
- [ ] WHY THIS ROUTE
  The relevant difference is specific, honest and supported.
- [ ] THE JOURNEY
  People can picture the steps, support and their own role.
- [ ] THE REAL COST
  Time, effort, discomfort, behaviour change and limits are visible.
- [ ] THE VALUE
  The right person can judge whether the trade-off is worthwhile.
- [ ] PRICE + INVITATION
  The price and next step appear after the decision context is clear.

COMPLETE WHEN

Your outline covers all four decisions, the effort and limits are honest, and the price or invitation appears only after someone has enough context to judge it.

Keep this page as your final check before you deliver the session or show the invitation.

YOUR NEXT STEP

Keep moving with support

A useful resource should lead to a real decision or system change — not another open tab. Take what you completed into the next real situation.

Need help implementing this? Join the Clinician Founder Actionship at just £297/yr.

Core Membership provides the community, pathway and practical resources.
Actionship includes Core and adds direct live implementation support from Shub.

CLINICIANFOUNDER.COM/ACTIONSHIP

The next responsible move is the smallest one that creates clearer evidence in the real world.