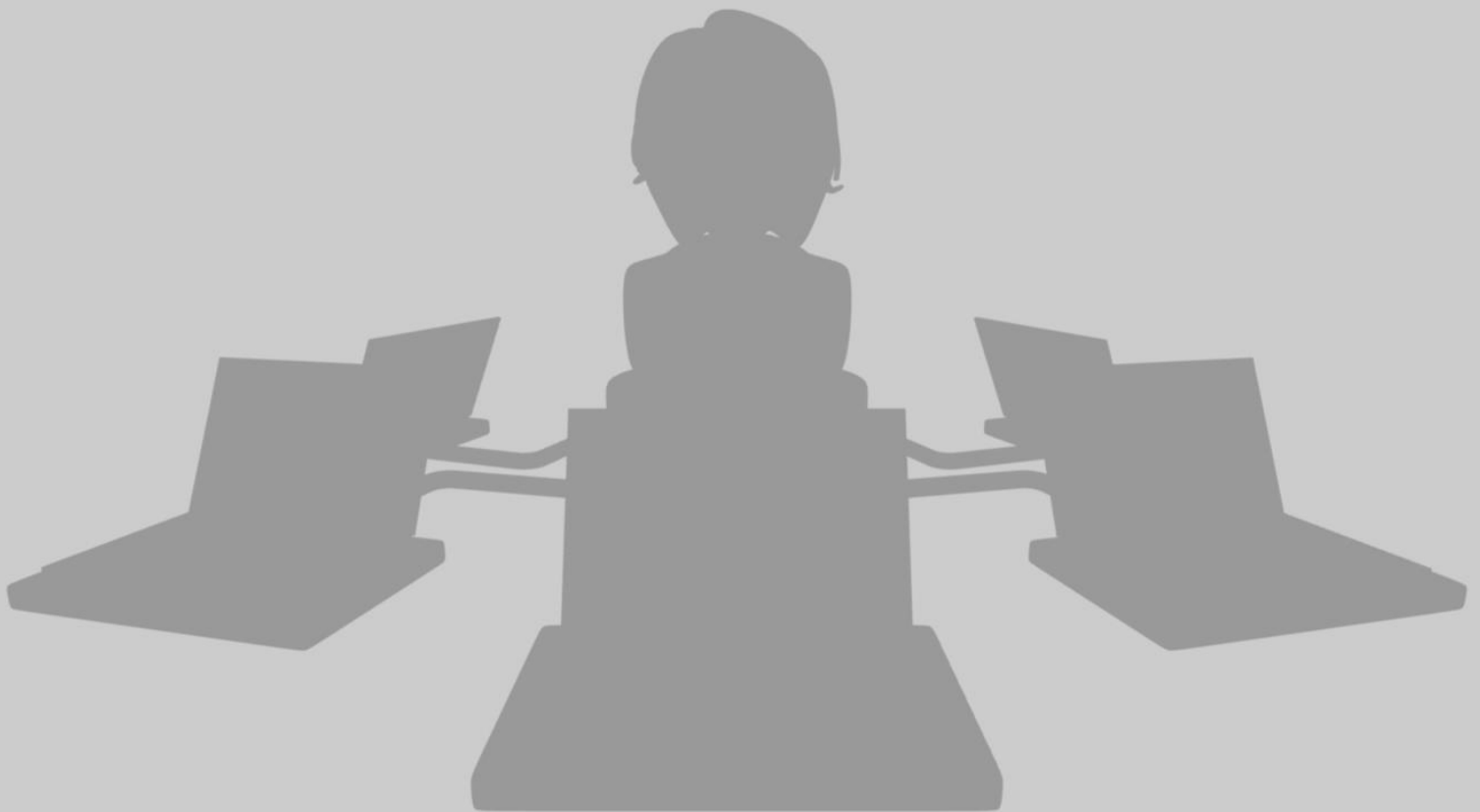


TRACY R  PCHUK

Get a Fully Branded Online Presence and Reach Millions with Your Message

WEBINAR OUTLINE



About Tracy Repchuk

Tracy Repchuk, is an International Bestselling Author and Online Marketing and Social Media Strategist and will show you the step-by-step solution to attract more leads, get more clients and make more sales. As an award-winning entrepreneur since the age of 19, she has helped thousands of clients get their message online fast and effectively. She has appeared on TV for NBC, Fox, CBS, CW, ABC. newspapers such as Washington Post, Forbes, USA Today, Chicago Tribune and has over 60 additional appearances in over 35 Countries.

➤ 7 Time International Bestselling Author including 31 Days to Millionaire Marketing Miracles from Wiley Publishing

➤ World-renowned speaker in over 35 countries including Keynote in China at Global Leaders Economic Summit for presidents, heads of state and CEOs for technology

➤ Award winning entrepreneur, writer and speaker since 1985 at the age of 19 when she started her software company including awards from Senate, Assembly, and the White House Presidential Award from President Obama

➤ Been on the internet developing brands, websites, SEO and now social media since 1994 and currently serving on the Forbes Coaching Council

➤ Featured in over 22 National and Local TV as a trusted resource for technology, internet and social media including ABC, NBC, CBS, FOX and appeared in 3 motivational movies

➤ Director of Technology and eCommerce Strategies for the World Film Institute, Family Film Awards and Olympia Awards for the 7 Arts

➤ Served thousands of clients around the world to develop a fully branded end to end website presence so they can professionally match, rise above the competition, and reach millions with their message.



WEBINAR OUTLINE

- ❖ The Welcome & Introduction – Introduce yourself and start building a relationship with your listener. Introduce any other people involved in the webinar including any moderators and speakers. The welcome usually starts one to two minutes before the event is scheduled to start. The introductions begin right on time. They should take no more than 2-3 minutes, total.

- ❖ The How Tos - This is where you'll give your attendees basic instructions about how the event is going to be run and the general rules. For example, if you're going to provide downloads during the event, you might mention that upfront. This should take 1-2 minutes and you can aid the process by using slides to show how to access files, how to ask questions, etc....
 - How to access documents and files
 - How to interact
 - How to take action during the event

- ❖ Tell Them What You're Going to Tell Them – It's important to hook your attendees immediately. Tell them what you're going to tell them. Make them a big promise. Are they going to earn six figures in six days? Tell them what the value is and why they should stay on the event and pay attention. This shouldn't take longer than five minutes.
- ❖ Your Story – Who are you and why should they listen to you? Share your story as it relates to your topic/products/services. Identify the problem you were dealing with and how you got to this point. Connect with your audience and build some credibility. 3-5 minutes.
- ❖ Social proof – Share a few quick stories about how other people have succeeded using your products/services. Keep in mind that you haven't provided any actionable content yet, you're laying the groundwork and building trust, credibility, and your relationship with them. By sharing a little social proof now, they know that your products/services/information don't just work for you, they work for others. 1-2 minutes
- ❖ Soft Sell – At this point you might consider gently mentioning the product you're selling. You'll give them a pitch at the end. However, it's often useful to make a subtle offer early on.
- ❖ Outline Your Agenda – Tell them what's going to happen next and what they're about to learn.

- ❖ Audience Engagement – Offer a quick poll or quiz. Get your listener involved. The poll might talk about problems they're facing right now as they relate to the product you're selling and the information you're about to provide.
- ❖ Content: Consider using a 3-part structure. You might use something like:
 - What was done in the past?
 - Why didn't it work?
 - Your solution and why it works.
 - Also strive to give 3 reasons why your solution works. You can give more of course.
- ❖ This is the bulk of your presentation so it may take 30-40 minutes. You might stop for questions along the way.
- ❖ Pitch – Pitch your solution make it seamless so the product naturally flows from the solution you just shared in your content. 10 minutes.
- ❖ Social Proof – Case studies of people who have purchased and how it changed their life. 5 minutes
- ❖ Q&A – Take questions or have preplanned questions that you can answer for your audience.
- ❖ Close –Reiterate the benefits, provide the buy link again, and leverage the moment. It's a one-time offer, an offer only available for webinar attendees, limited availability and so on.
- ❖ Say your thank you and goodbye – 1-2 minutes.

Continuing Progress

For those of you in the IOI program remember you also have 3 major resources;

1. The Science of Social Media

All the social media training you need to understand, setup, use and grow your reach.

To access or Join: <http://www.TheScienceofSocialMedia.com>

2. Message to Millions Mastermind

When you first join you get one full year in the mastermind. After that, you get lifetime access to the materials. make sure you take advantage of this resource which covers;

- | | |
|-------------------------------|-------------------------------|
| 1. How to Create Your Message | 7. Speaking |
| 2. Being Brand You | 8. Getting on TV |
| 3. Online Marketing | 9. Your Million Dollar Design |
| 4. Social Media Mastery | 10. Outsourcing |
| 5. Sales and Selling | 11. Your Own Live Event |
| 6. Product or Book Launches | 12. Traffic and PR |

Access your mastermind and materials here - <http://www.MessageToMillionsMastermind.com>

If you wish to join my mastermind - use the above link

If you prefer to go through all the trainings yourself, not in a mastermind community, and save a ton of money and still get lifetime access to all the materials and trainings go here:

<http://www.MessageToMillionsMastery.com>

3. Last but not least IOI members have Internet Success Mastery

This is the step by step process that takes you through the 6 major elements of an online business.

1. Niche selection and keyword mastery
2. Listbuilding and landing pages and blogs
3. Copywriting and Autoresponders
4. Membership Sites
5. Sales pages
6. Traffic Mastery

To gain access or join > To gain access or join > <http://www.InternetSuccessMastery.com>

Join the community, get more free gifts and updates - <http://www.FastActionResults.com>.