

Webinar Outline Template

Recommended for B2B Webinars

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<i>Recommended Duration</i>	<i>Section & Slide Description</i>
90 seconds	Title Slide
60 seconds	Bonus Slide (optional, but highly recommended)
3-4 minutes	Why Should Your Prospects Care? Back it up with case studies, research, etc.
3 minutes	About you and your business. Be sure to make it very clear why you are qualified as an expert on the topic.
60 seconds	Overview of what they will learn (agenda)
20-30 minutes	Content Slides The number of slides needed will depend on your topic. The shorter you can go on the duration the better, as you can use the short duration as a selling point to get people interested in attending. The longer you go, the more people will drop out.
2-3 minutes	Testimonials & Social Proof If possible, use a video testimonial.
3-4 minutes	ROI Justification This one is important!! Your goal is to help the prospect discover the ROI of your services/products.
3-4 minutes	Presentation of Your Offer / Services Walk them through how your services work. Then give them an opportunity to engage with you.
2 minutes	Bonus (optional)
5-10 minutes	Q&A
3 minutes	Close

Bonus Tips:

- * Sprinkle in quotes from famous people to support your position. Don't overdo it though. 2-3 is enough.
- * Have 4-5 questions ready ahead of time for the Q&A. Think of the kind of great questions you wish prospects would ask about your services, and stage them as if somebody asked the question.