

LOQUY BONUS

WEBINAR- IN-A-BOX

Your slides are already built. This turns them into a live workshop that sells for you — **script, structure, and the close.**

WHY THIS IS UNFAIR

You're not creating a webinar. You're **repurposing one.**

A workshop that sells is just **three of your course lessons, taught live, wrapped in a script.**

Everyone else starts from a blank deck. Loquy already generated yours — so you start about 80% done.

SLIDES

Done. Loquy built them when it built your course. You'll pick 3 sections and teach them live.

SCRIPT

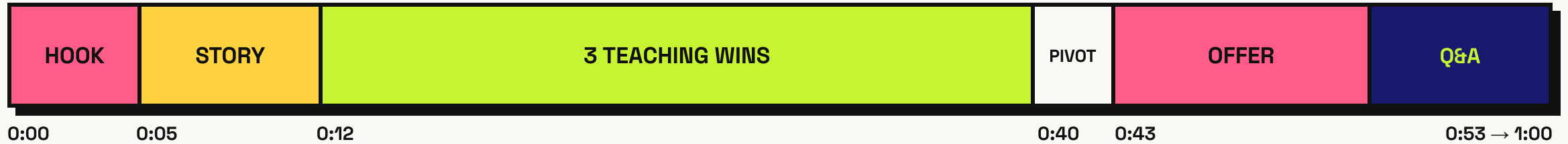
In this box. Fill-in-the-blank lines for every beat — hook to close. Read them almost word for word.

CHECKOUT

One link. Zoom plus a single checkout link. No funnel software, no webinar platform.

THE STRUCTURE

The 60-minute workshop skeleton



0:00 Hook — the promise of the hour + why stay to the end.

0:05 Story — your before/after in 7 minutes, no fluff.

0:12 Wins 1-3 — three lessons pulled straight from your Loquy slides.

0:40 Pivot — the permission-based transition (slide 9).

0:43 Offer — the stack, the guarantee, one link.

0:53 Q&A close — answer objections, repeat the link, end on time.

Protect the 40-minute teach. Two thirds of this hour is pure teaching — that's not generosity for its own sake, it's what makes the ten-minute offer feel earned instead of ambushed. Cut the story before you ever cut a win.

PREP • 20 MINUTES, ONCE

Pull your 3 wins from your Loquy course

1

List your modules

Open your course in Loquy and write down every module title. That list is your menu.

2

Circle the 3 fastest "aha" moments

Pick the three lessons where a beginner sees a visible result or a genuine "oh, THAT'S how it works" in under ten minutes each.

3

Check the golden rule

Each win must be complete on its own — but naturally point at the next step, which lives inside your full course.

4

Grab those slide sections

Take the Loquy slides for those three lessons, add the cover + offer slides from this bonus, and your deck is done.

RULE: TEACH THE WHAT & WHY LIVE — THE FULL HOW LIVES IN YOUR COURSE

Open with a promise, not a bio

SAY THIS

"In the next 60 minutes I'm going to teach you win #1, win #2, and win #3 — even if their biggest doubt. Everything I teach today, you can use whether or not we ever work together."

THEN THIS

"Quick promise: no 40-minute life story. I'll teach for real, then at the end I'll show you — for about ten minutes — how to go deeper if you want to. Stay to the end, because I'm answering questions live and the last thing I share is the most useful."

Why it works: you've named the payoff, defused the "is this a pitch-fest?" fear, and seeded the offer honestly. Credibility is one line: "I'm name, and I one-line proof you've done this." That's all the bio anyone needs.

Seven minutes: wall → discovery → bridge

THE WALL

"A while back I was
where they are now . I tried
common fix #1 and
common fix #2 , and I still
couldn't the result they want ."

THE DISCOVERY

"Then I realized the real problem wasn't
what they blame — it was
the real cause your method fixes .
Once I fixed that,
what changed, no numbers needed ."

THE BRIDGE

"I turned that into a repeatable
method — and that method is
exactly what I'm teaching you
today. Let's start with the first
piece."

KEEP IT UNDER 7 MINUTES

ONE STRUGGLE, ONE TURN — NOT A MEMOIR

Run each win on the same 4-move loop

1 • NAME IT

"Win number one: *how to* _____ *without* _____." A named win feels ownable — and quotable in the replay email.

2 • TEACH IT

Walk your Loquy slides for that lesson, exactly as the course teaches it. Don't water it down — generosity here sells later.

3 • SHOW IT

One quick live example or walkthrough. Seeing it done beats hearing it described.

4 • ANCHOR IT

"Write this down: _____." One sentence they can act on tonight, even if they never buy.

SAY THIS BETWEEN WINS

"Now — that works even better when you pair it with the next piece. Win number two: **name of win #2**."

THE ONE RULE OF SELLING BY TEACHING

Teach the **WHAT** and the **WHY** like it's your best content.

The **HOW** — step by step, done with you — is the offer.

The pivot that **doesn't feel gross**

SAY THIS — RECAP

"So let's recap. You now know win #1, win #2, and win #3. If you do nothing else, go apply those this week — they work on their own."

SAY THIS — PERMISSION

"Now, some of you are thinking: *'Okay, but I don't want to piece this together alone.'* So here's what I'd like to do — can I take about ten minutes and show you the fastest way to get the full system? If that's not for you, this is a great place to drop off, with my thanks."

Never do this: don't apologize ("sorry for the salesy bit..."), don't rush, don't change your tone of voice. You asked permission, they stayed — teaching mode simply continues, and the topic is now the offer.

Your offer-stack slide, **templated**

[YOUR PROGRAM NAME]

- ✓ The full [course name] — every module, every slide
- ✓ [Bonus 1] — solves their first roadblock
- ✓ [Bonus 2] — solves their second roadblock
- ✓ [Support/community/feedback channel]

Today: [your workshop price]

[Your guarantee, one line] · [your-checkout-link.com]

Build it in Loquy's deck style

Copy this layout onto one slide at the end of your exported deck. One slide, the whole offer — it stays on screen through Q&A.

Stack rule

Each line answers a roadblock they now know they have — because your three wins surfaced it. Teach the problem, stack the solution.

Walk the stack, then stop talking

PRESENT EACH LINE

"You also get bonus name . Remember when I showed you moment from a teaching win ? This handles the very next thing you'd get stuck on."

REVEAL THE PRICE

"If this only helped you win #1's outcome , it would be worth it. It's your price today, and the link is in the chat right now: your link ."

THE GUARANTEE

"And you're covered by your guarantee — go through it, use it, and if it's not for you, what they do to claim it . The risk is on me, not you."

THE CALL TO ACTION

"So here's what to do: click the link in the chat, grab your spot, and I'll see you inside. I'm dropping the link again — your link — and now let's do questions."

SAY THE LINK OUT LOUD + PASTE IT IN CHAT — EVERY SINGLE TIME

Objections are questions.

Answer them like a teacher.

"I don't have time."

"That's exactly why it's structured in short modules — you did more in this hour than most people do in a month. The course just keeps that pace going."

"Will this work for my topic?"

"Great question — what's your topic? ... Yes, and here's how win #2 maps onto it: _____. If yours is genuinely an edge case, email me before you buy."

"Can I join later?"

"You can — but the workshop bonuses come down when the replay does. Later is real, but so is the version of you who wanted this fixed an hour ago."

"I'm not techy."

"Neither is half the course. If you managed to get on this Zoom, you have every skill the course requires — and the first module proves it."

Close rule: end every answer by pointing back — "...and that's covered in module _____. Link's in the chat." Then end *on time*. Ending sharp reads as confidence.

The 24-hour **replay + close email**

COPY THIS EMAIL

Subject: Replay + your **win #1 name** notes (48 hours)

"Yesterday I taught **win #1**, **win #2** and **win #3** live. The replay is here: **replay link** — it comes down in 48 hours.

The part everyone asked about was **most-discussed moment** — that's at **timestamp**.

If you already know you want the full system, you don't need the replay. Here's the direct link, with the workshop bonuses still attached until the replay closes: **checkout link**."

Send at +24h

One email does double duty: serves the people who missed it, closes the people who didn't.

Honest deadline

Replay and bonuses really do expire when you said. A kept deadline is why your *next* workshop converts better.

Zoom + one checkout link. That's the whole stack.

1

A plain Zoom meeting

Not the webinar tier. Mute attendees on entry, turn the chat on, hit Record to the cloud. That recording is your replay.

2

One checkout link

Your existing checkout page. Make the URL short enough to say out loud — that's the only "funnel" this system needs.

3

Your Loquy deck, shared full-screen

The three win sections + the offer-stack slide. Presenter notes hold your SAY THIS lines.

4

A helper in chat (optional)

A friend who pastes the link when you say it and stars good questions. Nice to have, not required.

Your first workshop, 7 days out

Day 1 — Book it

Pick a date 5–7 days out, create the Zoom link, pick your 3 wins from your Loquy modules (slide 4).

Days 2–5 — Invite

Email your list twice and post daily: name the three wins, the date, the link. Teaching-first invites, no hype needed.

Day 6 — Rehearse once

One full run, out loud, with a timer. You're checking the clock and the transition — not memorizing.

Day 7 — Deliver + follow up

Run the skeleton, record it, send the replay email at +24h, close the replay at +72h. Then book the next one.

Repeat it monthly. Same deck, same script, fresher delivery. The workshop is an asset now — Loquy built the slides once; you get to run them forever.

DO THIS NOW

Your slides are already waiting.

Open Loquy → open your course → pick your three wins → export the deck. Then put a date on the calendar. The workshop was the hard part — and Loquy already did it.

OPEN LOQUY → BUILD YOUR WORKSHOP DECK