

- AGENCY GROWTH · THE FUNNEL SERIES

The Free Workshop Funnel

The exact **registration page**, the **7-message reminder stack**, and the **5-part workshop script** one agency used to book 39 sales calls and close 17 clients worth \$102,000 from a single 2-hour workshop. Build it this weekend. No "add value and hope."

The reverse-engineered funnel math

Word-for-word reg page

7-touch reminder sequence

The 5-part script

The transition to the offer

24-slide outline

WHY YOUR LAST WORKSHOP FLOPPED

You got 200 to register, 40 showed, and nobody booked.

That is not a webinar problem. It is a math problem and a script problem, and both are fixable.

Here is the part the gurus skip. A workshop is not "teach for two hours and pitch at the end." It is a funnel with four leak points, and each one quietly halves your result. Most owners obsess over the slides and never fix the leaks that actually kill the deal: the reminder stack that gets people to show, and the transition that turns a teach into a booked call.

Before you write a single slide, run the numbers backward. This is the only way to know how much traffic to buy and what a "good" workshop even looks like.

#	FUNNEL STAGE	CONVERSION	YOU GET
1	Registrations Cold-traffic reg page	22-30%	300
2	Showed up live Industry avg is 33%. A real reminder stack hits 50%+	~50%	150
3	Booked a call Of attendees, off the soft close	~13%	~20
4	Closed clients ~44% of calls close at \$4K/mo	~44%	~9

Registration-to-attendance averages 33% across 19,531 B2B webinars (Goldcast, 2025 B2B Webinar Benchmark Report, 2024 data). 50% show-up, 13% book rate, 44% close, and \$102K from 17 deals are from a single self-reported high-ticket case study (Roezan). High-ticket webinar offers convert ~5-10% (Total Product Marketing / ClickMeeting, 2025). Results are not typical.

REVERSE THE MATH: TO CLOSE 5 CLIENTS AT \$4K/MO

Need ~12 booked calls ← ~90 attendees ← ~270 registrations

THE REGISTRATION PAGE

The page that turns cold traffic into registrants

Call it a "workshop," not a "webinar." That one word lifts registrations 66% and attendance 9%.

Goldcast, 2025 B2B Webinar Benchmark Report (2024 data).

● ● ● youragency.com/workshop

FREE LIVE WORKSHOP · LIMITED SEATS

**The [specific outcome] Workshop: How to [get result]
in [timeframe] without [the pain they expect]**

For [exact niche] who are done guessing. Live, 90 minutes, with the templates handed out at the end.

● Thursday, March 14 · 1:00 PM ET · Live on Zoom

✓ The [exact mechanism] that gets [result] without [the thing they hate]

✓ The [number]-step build you can copy the same afternoon, even if [common objection]

✓ The one mistake that makes [niche] waste [time / money], and the fix

Save My Free Seat → Hosted by [Your Name], the agency behind [named client result].

THE 5 NON-NEGOTIABLE ELEMENTS

1 A specific date and time

With timezone. "On-demand" kills urgency and show-up. Pick a Tuesday or Thursday (59% of webinars run then).

2 One single promise

One headline, one outcome. Two promises is zero promises. The brain picks neither.

3 Three "you will learn" bullets

Each teases a mechanism plus the pain it removes. Not features. Curiosity gaps.

4 A host credibility line

Tie your name to a named, specific client result. This is the proof that the seat is worth blocking 90 minutes for.

5 One CTA, repeated, and email only at the gate

"Save My Free Seat," not "Submit." Collect email only (and maybe first name). Every extra field at the gate costs you roughly 13% of registrations. Ask for niche and revenue on the thank-you step, never before the seat is claimed.

THE 7-TOUCH REMINDER SEQUENCE • PART 1

Registering is easy. Showing up is the whole game.

Two-thirds of registrants never show live. This stack is how you drag show-up from ~33% to 50%+. Every message is written out. Send times are exact.

0

1. Confirmation

INSTANT • EMAIL

Subject: You're in. Here's your workshop link (save this email)

You're registered for [**Workshop Name**] on [**day, date, time + timezone**]. **Add it to your calendar right now** so it doesn't get buried: [**calendar link**]. One ask: come with your [**relevant thing, e.g. current numbers**] open. We're building live, not just talking. *See you Thursday. – [Name]*

2

2. Value-add

T-3 DAYS • EMAIL

Subject: Before Thursday, watch this 4-minute thing

Quick one before the workshop. Most [**niche**] get [**result**] wrong because of [**one specific mistake**]. Here's a 4-minute teardown so you walk in already ahead: [**link**]. On Thursday I'm going to show you the full build. This is the warm-up.

1d

3. Day-before reminder

T-1 DAY • EMAIL

Subject: Tomorrow at [**time**] – here's exactly what you'll walk away with

We go live tomorrow at [**time + timezone**]. Here's what you'll have by the time we hang up: **(1)** the [**mechanism**] mapped to your business, **(2)** the [**template**] I only hand out live, **(3)** a clear next step. Block 90 minutes. This one isn't getting re-recorded the same way. Link: [**join link**]

THE SHOW-UP LEVER MOST OWNERS SKIP

A multi-touch reminder stack is the single cheapest lift in this entire funnel. Calendly reports its sales users cut no-show rates by about **28%** with automated reminders alone. You already paid for the registration. Reminders are how you stop setting that ad spend on fire.

Calendly, "How to decrease sales no-show rates" (28% reduction, Calendly user data). 33% baseline attendance: Goldcast, 2025 B2B Webinar Benchmark Report.

THE 7-TOUCH REMINDER SEQUENCE • PART 2 (DAY OF)

Day-of is where the show-up rate is won.

Four touches in the final three hours. Short, urgent, one-click. Mix email and SMS.

3h

4. Morning-of / T-3 hours

EMAIL

Subject: We go live in 3 hours – quick prep

Today's the day. We start at [time]. Two things: clear the 90 minutes, and have your [thing] ready. Doors open 10 minutes early. Join link: [link]

1h

5. T-1 hour

EMAIL

Subject: 1 hour. Don't miss the [thing] at the end.

One hour out. The piece most people show up for is the [live build / template] near the end, so don't bail early. Link's the same: [link]

15

6. T-15 MINUTES • SMS

Hey [First], we're live in 15 min. Grab a coffee and hop on: [link]. Reply STOP to opt out.

•

7. "WE'RE LIVE NOW" • SMS + EMAIL

We're LIVE now, [First]. Come on in before we get into the [build]: [link]

THE LIFT, BY THE NUMBERS

+28%

Fewer no-shows from automated reminders alone (Calendly user data).

2 days

Tue / Thu hold 59% of webinars and the best show rates (Livestorm, 2024).

~33%

The baseline you're beating. A real stack pushes you past **50%**.

**BUILD NOTE**

Get phone numbers on the registration form's thank-you step, not the gate. The two SMS touches (T-15 and "live now") do the most work in the whole stack. Email reminds. SMS shows up in their hand. Honor opt-outs and your local SMS rules.

THE 5-PART WORKSHOP SCRIPT

Teach one thing deep. Then make the **offer obvious**.

The failure mode is eight shallow tips and a panicked pitch at the end. The fix is one deep teach and a transition the room expects.

A

PART A

Hook + Big Promise + Stay-To-End Bribe

10 min

Open on their exact pain, name the one outcome, and give them a reason to stay all 90 minutes. Half your live audience considers leaving in the first 10. Bribe them to stay.

SAY THIS, WORD FOR WORD

"In the next 90 minutes I'm going to show you the exact [**mechanism**] we used to [**specific named result**]. Not theory. The actual build, on my screen. **And stay to the end** – because at [**time**] I'm handing out the [**template / swipe file**] we charge clients for, free, to everyone still here live."

B

PART B

Origin Story That Creates The Skill Gap

10 min

Earn the right to teach. Tell the story of how you found the mechanism, and frame it so they feel the gap between where they are and what you know. Credibility, not bragging.

FRAME IT LIKE THIS

"I didn't always have this. [**The struggle: the dead months, the ad spend that vanished, the thing they're living right now**]. Then I figured out [**the one mechanism**], and [**the result**]. The reason it works isn't [**what everyone assumes**]. It's [**the real reason**] – and that's what I'm about to show you."

THE RULE YOU CANNOT BREAK

Average live attendees stay engaged for only about **24 minutes of a 61-minute session**. Your teach has to earn every minute. One mechanism, gone deep, beats a buffet of tips that no one remembers and no one buys.

Livestorm Webinar Benchmark Report (2024): ~24 min average engaged time in a 61-min session.

THE 5-PART WORKSHOP SCRIPT • THE CORE

C

PART C • THE HEART OF IT

One Deep Teach, Over The Shoulder

60 min

Go incredibly deep on a **single** mechanism with live, over-the-shoulder demos. Not eight tips. One thing, shown so completely they could do it themselves – and realize they'd rather have you do it with them.

X KILLS THE ROOM

"8 ways to get more clients." *Surface skims. No one can act on any of it. The pitch feels like a bait-and-switch.*

✓ SELLS WITHOUT SELLING

"Here's the full [mechanism], built live on my screen, start to finish." *They want it done with them.*

TEACH BEATS, IN ORDER

1. Show the end result first (what "done" looks like). **2.** Break the mechanism into 3–5 steps. **3.** Build each step live on screen. **4.** Show the one place people get it wrong. **5.** Zoom out: "That's the whole thing. The catch is it takes [time / skill] to do right."

D

PART D • THE HINGE

The Transition To The Offer

5 min

This is the moment owners fumble and the room goes silent. The fix: don't pivot. Continue. The teach naturally surfaces a gap. You name it, then offer to close it together.

THE EXACT TRANSITION WORDS

"So that's the full system. Now you've got two options. You can take everything I just showed you and build it yourself over the next few months. That works – plenty of people do. **Or, if you'd rather not do it alone, I'll show you what it looks like to build this with you.** Let me walk you through that for a couple minutes, and if it's not for you, no problem at all."

THEN FRAME THE OFFER ON THE VALUE EQUATION

"What you'd get: the [dream outcome], done **with** you so you're not figuring it out alone, fast – and backed by a guarantee, so the risk isn't on you. [Name the deliverables, stack the value]."

THE 5-PART WORKSHOP SCRIPT • THE CLOSE

Part E: the soft close that books calls **without pressure**

15–30 min. You are not closing the sale here. You are closing the call. The frame is "free consult, nothing to lose."

E

PART E

The Soft Close + Call-To-Book

15-30 min

THE CALL-TO-BOOK, WORD FOR WORD

"If any part of you is thinking 'I want this done with me,' here's the only next step. Book a free [**30-minute**] call. We'll map your [**plan**] live, you'll leave with a clear next move whether or not we work together, and there's zero obligation. The link is on your screen and in the chat. Grab a time that works – I take a limited number of these each month."

THE "IF ALL THIS DID WAS ___" CLOSE LINES

Drop these in while the booking link is live. Each one shrinks the perceived risk of the call to zero.

- 1** "If all this call did was show you where the leak is in your funnel, would that be worth 30 minutes?"
Reframes the call as value, not a pitch. Almost no one says no to that.
- 2** "You've got nothing to lose. Worst case, you leave with a plan you can run yourself."
Names the worst case and makes it good. Removes the downside.
- 3** "I'd rather you book and decide it's not for you than sit on this for another six months."
Cost-of-inaction frame. Their current pain is the real alternative.
- 4** "The seats on my calendar this month are limited because I do these calls myself. When they're gone, they're gone."
Real, capacity-based scarcity. Never a fake countdown – this audience spots it.

**THE ONE DECISION THAT SETS IT ALL**

Sell the **call**, not the program. High-ticket offers convert poorly when pitched cold to a whole room. Your job on the workshop is to get the right people onto a one-to-one call where the real close happens. Workshop sells the call. The call sells the client.

THE FILL-IN SLIDE OUTLINE

Your 24-slide map, timed to the minute

Build your deck on these blocks. The timing per section is what keeps you out of the "ran long, rushed the close" trap.

A • Hook

10 min • 4 slides

- 01** Title + the big promise
- 02** Their pain, named out loud
- 03** What you'll walk away with
- 04** Stay-to-end bribe (the free template)

B • Story

10 min • 3 slides

- 05** Where you started (the struggle)
- 06** The turning point / discovery
- 07** The result + the skill gap reveal

C • The Deep Teach

60 min • 11 slides

- 08** The end result, shown first
- 09** The mechanism, named
- 10-12** Step 1 + live demo
- 13-15** Step 2 + live demo
- 16-17** Step 3 + live demo
- 18** The #1 mistake people make

D • Transition

5 min • 2 slides

- 19** "Build it yourself, or with me"
- 20** The offer, framed on value

E • The Close

15-30 min • 4 slides

- 21** The free consult call-to-book
- 22** The \$10K-style guarantee
- 23** "If all this did was..." + Q&A
- 24** Booking link held on screen

TIMING DISCIPLINE IS THE WHOLE TRICK

Keep slide 24 – the booking link – on screen for the full Q&A. Do not click away. Every minute that link is visible while you answer real questions is a minute someone is quietly booking. The people who stay to the end are the ones who buy.

THE BOOKING + NO-SHOW FALLBACK

Half never show live. Don't **leave them dead.**

Two-thirds of registrants miss the live, and a big slice of your sales happen in the 48 hours after. Send these two messages or you're burning the back half of your funnel.

Replay email

SENT WITHIN 2 HOURS · TO EVERYONE

Subject: The replay (expires in 48 hours) + the template I promised

Couldn't make it live, or want to rewatch the [**build**]? Here's the replay: [**link**]. Heads up, it comes down in **48 hours**. And as promised, the [**template / swipe file**] is attached. If you watched and you're thinking "I want this done with me," the booking link is right here: [**call link**]. I keep a few spots open each month.

The 48-hour follow-up

T+48 HOURS · TO NON-BOOKERS

Subject: Quick question before the replay comes down

The replay of [**Workshop Name**] drops offline tonight. Before it does – what's the one thing stopping you from [**the outcome**] right now? Hit reply and tell me. If it's the kind of thing we fix on the build calls, I'll tell you straight, and if not, I'll point you the right way. Either way you get an honest answer. Booking link if you'd rather just talk: [**call link**]

~66%

of registrants never show live
(Goldcast, 2024)

5+

follow-ups close 80% of sales, yet
most stop after one (Invesp)

48h

the window where post-event
sales actually happen

66% no-show derived from 33% live attendance (Goldcast, 2025 B2B Webinar Benchmark Report). "80% of sales need 5+ follow-ups": Invesp / Yesware follow-up statistics, 2024. Results are not typical.

THE WHOLE MACHINE, ON ONE PAGE

One workshop a month is a **client-acquisition engine**

You now have all four assets. Here's the order to build them in, this week.

- 1 Run the math backward.** Decide how many clients you want, work back to registrations, and size your ad spend. Don't guess.
- 2 Build the registration page.** One promise, three bullets, a date, your credibility line, email-only gate. Call it a workshop.
- 3 Load the 7-touch reminder stack.** Confirmation through "we're live," with the two day-of SMS messages. This is your show-up rate.
- 4 Write the 24-slide deck.** One deep teach, the transition, the soft close. Hold the booking link through Q&A.
- 5 Send the replay + 48-hour follow-up.** This is where the back half of your closes come from.

THE HONEST CATCH

Every asset in here works. The reason most owners still don't book 17 clients from a workshop is that they're the bottleneck. **You write the page, run the ads, host the workshop, take the calls, and close.** Do that alone and you'll run one workshop, burn out, and decide "webinars don't work for agencies." The system isn't the hard part. **Running it every month without it eating you alive is.**

**A workshop funnel is only an engine
if it **runs without you holding it together.****

• YOUR NEXT MOVE

You've got the funnel. Let's build and run it with you.

The registration page, the reminder stack, the script, the slides – that's the easy half.

The hard half is running this every month while you're also delivering for clients, without becoming the bottleneck that kills it. That's exactly what we install: **done-with-you, the whole chain**, from the traffic that fills the room to the calls that close.

And it's backed by the \$10,000 guarantee. **If we don't book you a set number of qualified calls in your first 90 days, we pay you \$10,000.** We can do that because we own every link in the funnel, not just hand you a PDF.

\$10K
GTD

Qualified calls in 90 days or we pay you **\$10,000**

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