LoftyBiz Live Session Planner

One focused hour. Teach first, then make one clear, honest offer. Co-host with written terms if you want a new audience. Follow up within two days.

Example figures. General education, not financial or legal advice. Results vary. These are examples, not promises.

This week

Write one title that names a specific problem your buyers have. Under it, write the five parts: the problem, your method, a live demonstration, one worked example and your offer with questions. Give each part a time. Then list one business that serves the same customers and could co-host with you. Pick a date about four weeks away, so there is time to invite people properly. Keep the title, the five parts, the co-host and the date in one list.

1. The five parts (about 60 minutes)

Part	Time (guide)	What happens
1. The problem	5 minutes	Show the problem your buyers actually have, and ask them to say which version they recognis
2. The method	15 minutes	Explain your approach in plain words, with no secrets held back. If someone leaves before the
3. A live demonstration	15 minutes	Do the work on camera, so people can see how the method works.
4. One worked example	5 minutes	Show one past project, shared with permission, and say clearly that results depend on practice
5. The offer and questions	20 minutes	One slide: what is inside, the price, how long it takes, and the refund policy. No countdown cloc

Times are a guide, not a rule. Keep the whole session to one focused hour.

2. One honest offer slide

On the slide	Write yours here
What's inside	
The price	
How long it takes each week	
The refund policy	
How a seat fee, if you use one, is credited	

No invented urgency. If you charge a small seat fee, credit it in full toward the offer or explain exactly what it covers.

3. Co-host terms, in writing, before you invite anyone

Agree in writing	Your notes
Who presents what	
Who answers which questions	
Neither business will sell the other's list	
Who sends the invitation (people often open mail from a business they already know)	
Who keeps which customers after the session	

4. Follow-up within two days

First name only	Registered	Attended live	Asked a question	Replay	Bought or booked	Follow-up date	Next message

Keep first names only. Do not store phone numbers or personal contact details in a shared file.

5. Worked example A — sewing school (illustrative only)

Title: fix the three fitting problems that ruin home-sewn trousers. One Thursday evening, 60 minutes. Course: a six-week online course on fitting garments, priced at $290, with the refund policy shown on one slide. In this illustrative example, about 380 people registered, 140 came live, 40 watched the replay within two days, and 17 bought the course, roughly $4,900. Most buyers had asked a question in the chat. Preparation took three evenings. A five-day challenge before that had about 1,100 sign-ups, around 60 watching live on the last day, and roughly nine buyers, and it took two weeks to prepare. Replay viewers barely bought, so a short written Q&A; under the replay was planned, plus a reminder one hour before the start.

Example only; results vary. These are examples, not promises.

6. Worked example B — home energy audit company (illustrative only)

A full audit, with a written report, costs about $350. A free webinar had 300 people registered, 35 turned up, and 3 booked an audit. Then: a co-host (a roofing company with a list of about 2,400 homeowners), written terms, and a $15 seat fee credited in full toward an audit booked within 60 days. Same five-part shape, including a short thermal camera demonstration and one example report with private details removed. In this illustrative example, 64 people bought a seat, 52 attended, and 14 booked an audit within two months, about $4,900 of work. The roofer booked several attic inspections from the same evening. After a few refund requests from people who missed the session, the recording was sent to every paid seat and the credit was explained again.

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