



## AFW Description Creator

1. In summary, what will you teach the attendees in this webinar?
  
2. Who is the target audience to attend this webinar?
  
3. Who is the target buyer for this webinar?
  
4. What skills will the participant acquire during the webinar? What will they be able to do immediately following the webinar that they either can't do now, or can't do as well now? (maximum of 5)
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5. What problem(s), that is plaguing your target audience, is addressed by participating in this webinar?
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6. What is the impact on your suggested attendees of not resolving this issue now? What makes this issue both *urgent*, and *important*?
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7. **What do you teach in this webinar that helps solve the issue(s) for the attendee?**
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8. **Of all of the people in the world from whom to learn this content, why you?** Provide your two most powerful and relevant credentials for this specific webinar.)
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9. **What are some of the words and expressions that important to use in the copy relative to your subject matter?** This is important for SEO and to best relate to your target audience. Please separate keywords with commas.
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10. **Is there something that you would like to offer as an additional incentive for people to register (*Giveaway*) for your webinar (*white paper, ebook, tip sheet, etc.*)?**
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11. **What associations/websites have members that would be ideal for this webinar?** (*Acquaintances*)
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