



FRAMEWORK

Artifact-First Webinars

Sessions people keep using

THE PROBLEM

Most webinars are built around a topic.

Sixty minutes later the audience has heard something interesting, and has nothing in hand that lets them act on it.

The call is the demonstration.
The artifact is the product.

~50%

of attendees watch on demand

Whatever they take away has to survive without the speaker.
An artifact does. A talk track mostly doesn't.

THE LEAVE-WITH TEST

What will every attendee be holding at the end, and what will they do with it on Monday?

“A better understanding of X” fails. “A budget template filled in with their own numbers” passes.

Part 01

Choosing the artifact

FIVE TYPES

They differ in how much the attendee does, and how long the value lasts.

- 01 Handout → follow along and mark it up

- 02 Tool → fill it in with their own inputs

- 03 Process → map their current process against it

- 04 System → assemble one working loop

- 05 Framework → apply it to one real case

One primary artifact per session. Three primaries is a folder of half-finished things.

THE GATE

Four tests, in order.

- 01 Recurrence: do they do this work again and again?
- 02 Rebuild cost: do they build it from scratch each time?
- 03 Fit to the hour: can a first draft happen inside the call?
- 04 Standalone value: does it work without the recording?

THE SCORE

Same math as every other content decision.

(Audience Value + Business Utility) × Impact Potential

25 and up gets the next slot. Under 12 doesn't get a session.

Part 02

Running it

FOUR MOVEMENTS

Deliberately lopsided toward the build.

10% Show it: the finished artifact on a real case, first

55% Build it: attendees fill in their own version

20% Stress it: the version that breaks, and the repair

15% Hand it off: where the work continues

Shown working is a demo.
Shown breaking and repaired
is a method.

Built before the webinar. The webinar is a guided tour of it.

- 01 The artifact, in every format people open
- 02 The method: why it's built this way
- 03 The rules: what to do, what to avoid
- 04 The worked case, annotated
- 05 The next shelf, including the next artifact

READING IT

Attendance becomes a guardrail. Reuse becomes the metric.

Primary

Build completion live, then reopen at 7 and 30 days.

Outcomes

Extend when reuse holds. Rework when they finish and never return. Retire when they never finish.

**A topic gets heard once. An
artifact gets opened again on
Thursday.**