

Webinars - Strategy

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1. 6-day Webinar Sequence:
 1. Content email using leadlinks dropping them off on video leadpage and potentially giving bonus once they optin to increase excitement (2 days before)
 2. Content email from different angle handling main objection using leadlinks dropping them off on video leadpage and potentially giving bonus once they optin to increase excitement (1 day before)
 3. Email right before webinar (1-3 hours before 1st webinar)
 4. Email from different angle discussing excitement and putting some good comments from first webinar pushing them to the encore webinar the next day at a different time; only do encore if the first webinar converts well (day of 1st webinar)
 5. Email right before webinar (1-3 hours before; on second day)
 6. Email replay using Leadpages webinar replay template with countdown timer and leave up for 48 hours (on third day)

High-Ticket Webinar Replay Funnel

<http://blog.leadpages.net/free-webinar-replay-landing-page-template/>

Integrates countdown Timer, Facebook comments, shares

Magical buy button WHEN pitching (sync)

Automatically takes video down

Automatically integrates to FB so you can drive FB traffic to it

Integrate retargetting pixel – CLOSING Today in FB Ad

Enter this code in the video embed box if you want two buy buttons:

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<iframe width="560? height="315? src="//www.youtube.com/embed/5rKX0K76p6o" frameborder="0? allowfullscreen></iframe><a href="http://leadseven.com/fbviral" class="btn" target="_blank">
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<span>BUY SOFTWARE ONLY NOW</span>
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</a>
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1. First closing email between 10 AM and 1 PM EST (on fourth day; closing day)
2. Second closing email 3-6 hours before close pushing scarcity with CLOSING in headline (on fourth day; closing day)
3. Find a sample PowerPoint to study and use as a template here:
http://www.wuala.com/Firm_Resources/Resources/Sample_Webinar_Case_Study.ppt/
4. Basic Principles
 1. Emotion – this is the hardest principle to teach. YOU have to feel this one. Your audience will feel what YOU feel. If you are boring, your audience will be bored. If you jump up and down and are passionate your audience will be filled with passion and will be 100% attentive loving you. Remember – you are more than a marketer. You are a personality. You are a show. You are the TV. Just like television, people tune into your webinars for both education AND for entertainment. Do pushups before your presentations and ALWAYS stand up while presenting, move your hands, yell and FEEL. Life is just the summation of your feelings so live with passion.
 2. Quantification – quantify everything and every point with concrete numbers whether it's statistics, results or the number of steps it takes to make something happen.
 3. Proof – include as much proof as possible whether it's borrowed proof from a Google search that proves your point but it's not directly related to your customers or it's direct proof (better) from beta testers using the product; this is often what you want to lead in with
 4. Case studies – Turn the proof into case studies
 5. Graphics – Make the presentation graphic heavy as many learners are visual
 6. Value – Focus on giving as much value as possible; give away concrete steps, actual scripts, good resources to use and whatever you can think of to make the person at the end think, “I didn't buy but I am SO HAPPY that I attended this webinar anyway!”
 7. Step-by-step – Make your webinars actionable and step-by-step so that when attendees go home they can literally copy and paste your methods; go deep under the hood of your business systems
 8. Novelty – If you make your webinars “cookie cutter” then people will start getting bored. Go deep into Webinar Legends from Jason Fladlien and vary all of this up using different attention grabbers, shifting things around, sometimes skipping some sections, other times using different transitions otherwise long-term conversions will go down and down. The “new” factor is important to keep an audience engaged long-term so that you are unpredictable.
5. Introduction
 1. Title: Create a shocking title that grabs the attention of people and gets them excited like the 5-Steps to Your First \$5,630 of Passive Real Estate Income. Notice the quantification of the title, precise numbers and that it seems doable with the “5-Steps.”
 2. Attention grabber: Questions that overcome objections are good for attention grabbers like “Who thinks they need to be a super duper programmer to build a website?” and then the next slide crushes the objection. Proof shots from PayPal, checks or proof testimonials with concrete numbers are also good for this to hook

them. If you do that promise a case study later and go into it later rather than now to hook them.

3. Attention grabber #2:
4. Power summary: Hit the top three points that they are going to learn. Remember quantification so you can hook them. Think about if this example below would get you excited if you ever thought about real estate? Example: In this exclusive training you will learn...
 - A. The super-secret strategy millionaires use to buy real estate with \$0 of their own money and NO mortgages
 - B. The 4-step strategy to buying 30% undervalued real estate
 - C. How to own your first \$3k+ passive income property within the next 45 days
5. Pain points and frustrations: Most people are plagued with limiting beliefs. Refer to Anthony Robbins if you have questions about limiting beliefs. They think that they are not technical enough to start an online business or that they do not have money thus they can't invest. Grab the top 3 pain points, frustrations and limiting beliefs, dig deep to emphasize them and make your audience re-live and FEEL these so that they get emotional and YOU get emotional because your audience feels what you feel and then crush them and tell them that today you will change everything for them.
6. Content – You may have to build the case for mobile, social media, real estate or whatever if it's cold traffic. If it's warm traffic you can skip that.
 1. Day #1 – It is best to break up the content in the “6 weeks” or “4 steps” or “3 strategies” to “whatever.” Make it actionable and quantify.
 1. Demo: Whatever you discuss show a demo or proof. For example, let's say your teaching local consultants how to close Dentists on SEO services. Actually go into Google or whatever your “secret tool” is to show them how to do this and grab a few leads for your example.
 2. Tangible item: A tangible item is something they will get when they buy. For example, the script they use to close the Dentists. Flash the script in a sexy looking PDF and briefly go over it. Then minimize it. You will start seeing people asking, “Can you send me that script?” Ignore these questions. This sets it up for the close as later when you open up the offer they will get the script as apart of that offer.
 2. Day #2 –
 1. Demo:
 2. Tangible item:
 3. Day #3 –
 1. Demo:
 2. Tangible item:
 4. Day #4 –
 1. Demo:
 2. Tangible item:
 5. Day #5 –
 1. Demo:
 2. Tangible item:
 6. Day #6 –
 1. Demo:

2. Tangible item:
 7. Day #7 –
 1. Demo:
 2. Tangible item:
 8. Case study: After you go over the method and the value it's good to give additional proof or a case study to reinforce the validity of your method. You can also ask for proof at this stage or whatever from the audience and screenshot that proof placing it into the respective folder after in Wuala.
 9. Transition: A classic transition is "Did you enjoy what you learned?" Attendees will always say yes. This sets it up for the pitch. Then you say, "If you enjoyed this then unfortunately I do not have enough time to go more in-depth as it would take about 5 hours to cover everything so for those of you who would like to spend more time..."
7. Pitch
1. Intro slide – Name of the course; make it interesting just like when naming the webinar
 2. Lower option is just the training without the bonuses – if you pursue a two-price option such as the \$97/\$197 split, the \$297/\$497 split or \$497/\$697 for the most ambitious then the lower option is without the bonuses and the higher option includes the bonuses or whatever strategic way you can position it to make most people go for the higher option but rationalize that they are will to spend \$497 so \$697 is just a "tiny bit" more
 3. Day #1 – Usually the webinar series of the actual course or the video content of the actual course follows the earlier "method" but just more in-depth; during the pitch you want to go over this and pick 3 "power points" to hit for each day to get them excited
 1. Tangible item: It also includes all the "tangible" items that you flashed; if they're scripts make it look like a cool looking PDF with a nice cover to increase its perceived value
 4. Day #2 –
 1. Tangible item:
 5. Day #3 –
 1. Tangible item:
 6. Day #4 –
 1. Tangible item:
 7. Day #5 –
 1. Tangible item:
 8. Day #6 –
 1. Tangible item:
 9. Day #7 –
 1. Tangible item:
 10. Recap & build value: Run through all of the components on one slide with figures of the values and add them up at the bottom
 11. Drop the price and bonuses for the first x sign ups: Drop the price over the next few slides emphasizing the value and then put the buy link sending them directly to the checkout rather than an intermediary recap page

12. Bonuses for the first x: Give special bonuses that may be unenforced to the first 10, 20 or 25 people that get in on the offer. Everyone will most likely get them at the end but this SKYROCKETS conversions. You must do bonuses like this. If you are doing a webinar series then say “Today we are opening up 20 bonuses” and then open up 10 or so more each of the next few days.
 1. Bonus #1:
 2. Bonus #2:
 3. Bonus #3:
 4. Bonus #4:
 5. Bonus #5:
13. Guarantee: Plain 30-day money back guarantees don’t work. Make the guarantee unique such as “If you try, but I NEED you to commit to attending this and to make it different this time, to take action and if you do what I tell you I guarantee you that you will make money with this otherwise I will jump on a call with you and help you out and if I can’t I’ll give you double your money back immediately!”
14. Recap of bonuses: Recap everything as people may have missed a few things.
15. Pitch slide: Once you pitch you should have the buy link on EVERY single slide. Use the slide master to help you better do this.
16. Login walk-through: This helps the audience understand how real it is and what they can do tonight to get up and running.
17. Q&A: Answer ONLY questions that are beneficial to you sales message otherwise your staff should field the other questions. Additionally, field questions ONLY at the end unless it’s a question during the presentation that will add to your content.
18. Pitch recap: Recap again one last time, emphasize scarcity that only 2-3 bonuses are left, put it in the question box that only 2-3 bonuses are left and that everything is being shut down after this.
19. Support desk