WEBINAR LAUNCH EXECUTION GUIDE

Your Guide to Launching with Webinars

James Wedmore
“ENTREPRENEURSHIP IS LIVING A FEW YEARS OF YOUR LIFE LIKE MOST PEOPLE WON’T, SO YOU CAN SPEND THE REST OF YOUR LIFE LIKE MOST PEOPLE CAN’T.”
YOUR WEBINAR LAUNCH MAP:

The following is a visual representation of a webinar launch. This GUIDE is designed to walk you through each step of your Webinar Launch with examples and swipe files.
SECTION #1: GOAL-SETTING
IN SECTION #1 YOU WILL:

▪ Learn how to create realistic goals in your business so you don’t completely burn out

▪ Identify what to sell through your live webinars

▪ Get clarity over your messaging and marketing

▪ Outline the presentation you’ll be delivering on your live webinar

▪ Learn all about how to put together a bootcamp as an alternative product/service
CREATING REALISTIC GOALS:
The first step is to know the essential numbers and “Indicators of Performance” necessary for hitting your GOALS on your webinar.

Essential Numbers You’ll Need to Know:

1. Your Sales Goal
2. Total Registrants Needed
3. Total Attendees Needed

Click the link below to access the Webinar Launch Calculator to calculate these numbers automatically:

http://app.calculoid.com/#/calculator/18600
EMAIL LIST ———> ATTENDEES!

The following is a quick exercise to help identify how many email subscribers you can expect to attend your webinar.

1. How much revenue do you want to generate from your next webinar?

2. How big is your email list currently?

3. 20% of people on your list will open your email inviting them to your webinar. Write that number down.

4. 30% of those subscribers (from step #3) will register for your webinar. Write that number down.

5. 30% of registrants will actually attend the webinar. Write that number down.

6. 10% of your attendees will actually buy your product. Write that number down.
LET'S TAKE A LOOK AT AN EXAMPLE:

1. How much money do you want to make from your next webinar?

$1,000

2. How big is your email list?

1000 subscribers

3. 20% of people on your list will open your email inviting them to your webinar. Write that number down.

200 of your subscribers will open your invite email

4. 30% of your subscribers will register for you webinar. Write that number down.

60 people

5. 30% of registrants will actually attend the webinar. Write that number down.

20 people

6. 10% of your attendees will actually purchase your product. Write that down.

2 people
DECLARING MY LAUNCH GOALS!

Post this Goals Sheet somewhere in your house, where you’ll see it everyday.

What’s my “Safety Goal?” (Wimpy)

What’s My “Stretch Goal?” (Hairy Scary!)

What’s My “Middle Goal?”
Identify What to Sell

There's no point in going any further if you don’t know what you’re selling – if you don’t know what you’re selling, all your efforts from here on in will be in vain.

If you already have products to sell, that's fantastic! Write them down here.

But what are you really selling?

Write down the name of your product, course, or service.

What price do you want to sell it for?

What are you really selling? What problems does your product, course, or service solve in the lives of your ideal customers? Be as specific as you can.
Identify To Whom You’re Selling

Marketing is all about niches, that is, targeting very specific audiences and speaking directly to them.

The clearer you get on who you’re selling to, the more effective you’ll be in what you say and how you say it.

As you complete these questions, start to think in terms of copy… the words you use to communicate with your audience have an impact on your ability to influence and persuade your audience.

Who is your ideal audience?

What are their biggest pain points?
What problems are you solving for them?

What makes your solution unique?

What are the biggest benefits of your solution?
Your Presentation Title

Now that you know what your product is and who you plan to market it to, it’s time to come up with a title for your webinar presentation.

Your presentation title is what’s going to be on your registration page, what you’re going to be talking about in your emails, Facebook posts, and tweets.

Coming up with a snappy title can be a little tricky, but really it’s all about getting to the root of the problems you’re helping people overcome and developing a hook that will make your presentation stand out and appear unique.

**Answer these three questions, and use the answers to brainstorm your presentation title:**

What topic are you teaching on?

If someone were to watch the entire presentation, what are the biggest benefits/outcomes they would leave with?

What’s your hook? What makes your presentation unique? What are you going to provide them with that they have not yet seen or experienced before? (e.g. it’s faster, cheaper, easier, etc.)
Creating Your Course “LIVE”

If you’ve decided to create a bootcamp-style training course (drip-fed weekly content), then you’re going to need to map out exactly what it’s going to look like.

It’s your class, and you get to teach it anyway you want – there’s no right or wrong, and it’s totally down to you to decide how long it should be and how to structure it.

Here are some questions for you to consider:

How long will your bootcamp be? I generally recommend 8 weeks.

What will you cover each week and what will the outcomes be?

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Will your participants have access to you? If so, when, how often, and in what way?

What bonuses are you going to include?

**Pricing Your Course**

What is the promised outcome?

What is that promised outcome worth to your customer? There is no right or wrong answer here, although you should consider what you’re selling, how much access your customers will have to you, and how much time it’s going to take you to create and deliver.
SECTION #2: CRAFTING YOUR WEBINAR
IN MODULE #2 YOU WILL:

- Discover the psychology behind webinars and why they work
- Learn my 7-Step Sequence for running a webinar and what you need to do at each step
- Learn some simple tricks to increase engagement on your webinars
THE 7-STEP WEBINAR FORMULA ROADMAP

Now that we’ve laid a good foundation in Section One, I want to introduce you to the roadmap we’ll be following from here on in.

Before you freak out, know that I’ll be walking you through every step of this formula, though we might not be covering everything you see here in sequential order.

So right now we’re going to start with Phase 2 so you can get your webinar presentation done, have time to polish it, create your slides, and feel really confident when you start promoting it.

What are the things you can share on your webinar that will get people *really* excited and raving about what they learned? Write down an action item, a tip that not many people know, a surprising statistic, and a success story you can share in the space below.

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THE 7-STEP WEBINAR SELLING SEQUENCE

Using the 7-Step Webinar Selling Sequence, your ultimate goal is to take people from where they are now (Point A) to see that it’s possible to get where they want to be (Point B), by the end of your webinar.

Look back at your earlier notes and think about the problem you’re solving. Now take some time to complete the two lists below so you have your objectives clear in your mind:

Point A: Where is my ideal customer now?

Point B: Where does my ideal customer want to be?
LET'S TAKE A CLOSER LOOK AT THE 7-STEP WEBINAR SELLING SEQUENCE

1. **0-5 minutes | Before the Call:**
   - **The Meet & Greet**
     - a. Welcome Attendees
     - b. Check Audio Levels
     - c. Request Social Sharing

2. **0-5 minute mark:**
   - **The Welcome**
     - a. **(Pre-framing)**
       1. **Who you are**
       2. **What the call is about**
     - b. House-cleaning
     - c. Agenda

3. **5-15 minute mark:**
   - **Your Story**
     - a. Credibility/Social proof
     - b. The Struggle/Conflict (Pain Points)
     - c. The Solution (Benefits/Outcome)

4. **15-45 minute mark:**
   - **The Content**
     - a. Market Data
     - b. Case Studies (Proof)
     - c. Teach the WHAT!
     - d. Give Actionable Items

5. **45-60 minute mark:**
   - **The Close**
     - a. Introduce New Problem
     - b. Introduce the Solution (Your Product)
     - c. Benefits of Product (What’s included)
     - d. Testimonials
     - e. Guarantee
     - f. Price Breakdown
     - g. Call to Action (Send to Checkout Page)
     - h. Scarcity
     - i. Fast-Acting Bonuses

6. **60-75 minute mark:**
   - **Question & Answers**
     - a. Highlight the Benefits of the Product
     - b. Congratulate Buyers

7. **75 minute mark:**
   - **Final Thoughts & Goodbyes**

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YOUR WEBINAR SLIDE DECK SWIPE FILE!

To make your life even easier, I've provided a complete Webinar SLIDE DECK Swipe File inside the Business By Design Members Area! You can access your swipe file here:

Step 1: The Meet & Greet

Thank your attendees for joining, welcome them by name, get the two-way communication going by asking them to type the answer to a question in the Chat Box, and create links for them to share on social media to spread the buzz about your live event while they’re waiting for the call to start.

Write out your ideas for what you’ll say during the meet and greet below:

Write out the content for your title slide below:
Step 2: The Welcome

Sketch out your ideas for how you’ll pre-frame your webinar by explaining who you are, what you do, why people should pay attention to you (your results/achievements), and what specifically you’ll be presenting on:

Write down your expectations for how you’d like people to act during your webinar (e.g. shut down distractions, pay attention, Q&A protocol, etc.):

Write down your agenda items in a short, bullet-form list:
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**Step 3: Your Story**

Your story should convey all the reasons why people should pay attention to what you have to tell them during your webinar, and why you have the authority and credibility to be teaching on this subject. You can craft a great story from your answers to the following prompts.

Sketch out an experience you can share with your audience that resonates with the struggle and conflict they are experiencing at Point A in their journey:

Sketch out some details you can share with your audience about how you achieved your own success (e.g. metrics of personal success, your clients’ success, etc.):

Sketch out any valuable lessons you learned on your journey from Point A to Point B that would be of benefit to your listeners:
Step 4: The Content

One simple way to create content for your webinar presentation is to sketch out all the solutions to the challenges or objections your ideal customers are faced with when they try to move from Point A to Point B.

Record your ideas below:

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To deliver value to your viewers, you’re going to want to package your content in a way that delivers the “how-to” solution to their problems.

A simple formula for doing this is to offer a solution, show the steps required to deliver the solution, show examples of the solution being successful, and share a few cool tips and tricks as valuable and memorable takeaways.

Sketch out your ideas for your webinar presentation below:

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Step 5: The Close

The Transition

Making the switch between teaching and selling can be tough and feel clumsy if it’s not done the right way, which is why crafting a highly effective close actually starts with your transition.

There are three great ways you can transition between teaching and selling.

#1: Ask the audience

Deliver a brief recap covering the main points on which you’ve been teaching and ask the audience to confirm in the Chat Box whether they’ve found your presentation valuable. Then read off the answers to share the immediate feedback/social proof with your audience. In doing this, you’re gaining commitment and getting people to acknowledge the value you’ve already delivered for them.

By asking these questions and sharing the answers you’re also able to amplify the excitement level, intensify the mood, and create a greater sense of anticipation of what’s to come next.

Then deliver your core transition sentence, which could go something like this:

“If you’ve found value from the content I’ve given you today on this free presentation, I’d like to offer you the opportunity to continue our journey together so you can achieve even more results.

I’ve put together a very special (INSERT OFFER HERE) where we’ll be on webinars just like this one for the next four weeks so I can teach you everything I shared with you today in much more detail, and focus more of our time and energy on you and your specific project.

It’s called (INSERT TITLE HERE).”

#2: Introduce a New Problem

Deliver a brief recap covering the main points on which you’ve been teaching and then deliver your big “but…,” which essentially will be one of the last remaining objections that your audience has that you haven’t already covered in-depth in your presentation.

For instance, for my launch of Video Sales Academy my transition went something like this:

“So that’s just a recap of all the reasons why webinars are totally awesome, but… There is ONE big problem that remains and I know you’re thinking this:
What if I bomb? What if I mess up? What if I screw up live and don’t do it right and get ridiculed and booed and all that stuff?

I know you’re thinking that.

This is where I can help you. I’ve put together a (INSERT OFFER HERE) and I’m going to walk you through, step-by-step, and hold your hand as I show you exactly how to (INSERT PROBLEM THAT NEEDS SOLVING HERE) in order to minimize (INSERT OBJECTIONS HERE), so you don’t have to worry about (INSERT ALL THE POSSIBLE THINGS THAT COULD GO WRONG HERE).”

#3: Give Them Three Choices

Deliver a brief recap then lay out the three choices your viewers have next, which goes something like this:

“I’ve just shared with you an hour of incredible content; this is some of my best information I have to share with you in the time we had available. I’m so passionate about (INSERT SUBJECT HERE), which is why I focus so much of my time and energy on (INSERT KEY LEARNING POINTS HERE), and I hope by now you see the value in those things too.

If you’ve listened to what I’ve said, you’ve kind of come to a crossroads — in fact, now you have a choice to make.

Option #1: You go forward from here and figure the rest out on your own. As the bootstrapped entrepreneur this is what we tend to do when we’re just getting started — it’s what I did! — but unfortunately this is the long and hard way.

Without a proven roadmap or guide you end up making a lot of mistakes. Some of those mistakes can end up costing you money and, even worse, it can take a lot more time.

Option #2: You can hire somebody. You can pay someone to do the work for you. Now obviously that’s great because you get the job done and don’t have to worry about it, but there’s two big problems with this…

Number one: It’s going to cost more money, but kudos if you can pay that. Number two: Then, of course, how do you know that person is doing the best job possible? How do you know that they know what they’re doing? And where do you even find someone to do this for you?

So that brings us to Option #3: You could learn the exact strategies and shortcuts so you can do this yourself. Does it mean you have to do it yourself? No. I actually outsource a lot of what I do. But learning the stuff that I have learned in (INSERT YOUR SUBJECT HERE) enables you to shortcut the learning curve so you can save time and money, and find other people to help you. This is the best option.

And this is the opportunity I offer you this evening. I’ve put together a program that will walk you through (INSERT CONTENT OVERVIEW HERE), which is designed to show you exactly what you need to do to get real results from (INSERT SUBJECT HERE). It’s called (INSERT TITLE HERE).”
Take some time now and use the space below to sketch out how you want your transition to sound:
Introducing the Product

Slide #1:

Now it’s time to introduce your product by creating a distinctive slide with your logo and images that portray the product and its core value proposition.

Sketch out your product name and logo below:

Slide #2, etc.:

Next you’re going to create a series of simple, clean, and easy-to-understand slides that break down the modules one by one, and explain exactly what your viewer will be getting.

If you’re offering an 8-module course you’ll have 8 slides, if you’re offering fewer modules you’ll have fewer slides.

Look back to the work you did earlier on in Module 1, then use the space below to sketch out your module titles and create some outcome-driven statements to help convey their value:

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**Bonuses Slide**

Once you’ve mapped out your modules and emphasized the value that each one delivers, it’s time to introduce your Bonuses.

Strategically, your Bonuses are really important because they help to address the objections that may still linger in your ideal customer’s mind.

Take some time to look through your module outlines above and try putting yourself in the shoes of your ideal customer.

Use the space below to sketch out any objections to investing in your product or service that you haven’t already addressed elsewhere:

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**Recap Slide**

By this point in your webinar you’ll have walked your ideal customer through several pages detailing all the features and benefits of your offering.

It’s a great idea at this point to create a single slide that shows everything that’s included, and the respective value for each element.

Sketch out the information you’ll include in the space below:
Price Reveal Slide

Your Price Reveal slide details everything that was included in your Recap slide, except now you’re going to drop in the price point when you’re ready to make the big reveal.

Talking about money or asking for the sale can feel difficult to many, so here’s a summary of the kind of thing I’d say:

“At this point you’re probably wondering how much, right? How much for this investment and all this bonus training? Obviously you can see there’s a ton of value here, but don’t worry, I’m not going to charge you thousands of dollars for this course. In fact, you can get instant and lifetime access to this course today for one easy payment of just $97.

Quick disclaimer! Do not let this low price fool you into thinking this course is not of high value; our intention is to get this content into the hands of as many people as possible without price being an objection.

To get instant access, all you need to do is cut and paste the link at the bottom of this page into your browser and you’ll be taken to our checkout page where you complete your purchase.”

It’s important that when you come to the price reveal you’re talking about your product in a really authentic way that doesn’t seem learned-by-rote or over-rehearsed.

Use the space below to sketch out your Price Reveal, in your own words:

Testimonials Slide

Social proof is really important to help provide an extra layer of reassurance to your viewer.

Create a slide that shares some of your best testimonials. Include a photo and website information for each of your testimonials, or include the Facebook posts or Tweets.
**Guarantee Slide**

Offering a money-back guarantee eliminates yet another objection and obstacle for viewers who might be on the fence.

It's up to you to decide your refund period, any qualifying criteria that need to be met, and the process to follow. But when you communicate this information clearly and confidently, the level of trust your viewer has in you increases dramatically.

Use the space below to sketch out your script, in your own words, for your money-back Guarantee slide:

---

**Final Whammy Slide**

This is the final slide and it includes all the information in one spot:

- The name and tagline of your product
- The breakdown of everything that's included module-by-module, plus the bonuses
- The price
- Any visuals of your product
- Your picture
- Payment method logos (e.g. credit card seals and PayPal icon)
- Your money-back guarantee seal
- Your call to action
- An email address for support queries
- A countdown timer for fast-action bonuses, etc.

This will be the slide that stays on your screen until you say goodbye and close down the webinar, so all the information that your viewers need is right there.

**Questions & Answers**

While your Final Whammy slide is still showing, you can start to answer the questions that your viewers have been posting in the Chat Box.

You're going to know ahead of time what your turnout will likely be from the number of people you have enrolled and the realistic targets you set for yourself earlier. So if
you know in advance that your turnout is likely to be quite low, you’re going to want to pull together a few questions and answers to talk about at this point.

You can position these by saying something like:

“Now, there are some questions that I get asked all the time, so I want to talk about those first…”

Broadly speaking, you’re going to be asked two types of questions: questions about the course and questions about the content.

As you’re running through the Chat Box or delivering your pre-prepared answers, try to pick out any questions that deal with the course first; that way you can continue “selling” while you’re delivering your answers.

Use the space below to sketch out any questions you want to prepare responses to:
Step #7: Final Thoughts & Goodbyes

This is possibly the easiest part of your entire webinar, but it’s important you’re still in top form during your closing.

Use your closing as an opportunity to thank your viewers for showing up, to reiterate your intention for hosting the webinar, and to congratulate anyone who’s taken the leap and invested with you during that time.

That might sound something like this:

“Thank you to each and every one of you that showed up to the live webinar today; whether you purchased tonight or not, I want you to know it was my intention to deliver some really high value information on [SUBJECT] and I truly hope that has been the case.

I want to congratulate everyone who has made a great investment in themselves/their business tonight ([INSERT NAMES HERE – OPTIONAL]) – I look forward to seeing all of you inside the Membership Area.

I want to leave you all with an action this evening: ([INSERT A CHALLENGE HERE]). Come over to my Facebook group and share your results with me there. Have an amazing rest of your night and I’ll see you on the next webinar.”

Use the space below to sketch out your final thoughts and goodbyes in your own words:
Cool Tricks Learned Along the Way

Over the years I’ve picked up plenty of cool tips and tricks and want to share them with you.

Even seasoned webinar pros, who have been presenting for years, have come back to me after implementing one of these simple tips and raved about the results they’ve gotten.

So here are a few tricks you can implement in your very next webinar.

#1 Stand Up While Presenting

You can feel a massive difference between sitting slumped in a chair for an hour, and standing up and walking around a little bit. It definitely raises your energy and keeps you alert.

#2 Ask questions throughout the webinar

Keep your audience engaged and interacting with the webinar by asking them questions throughout your presentation. By getting people to type their answers in the Chat Box you keep them alert and immersed, and the webinar becomes more of an event.

#3 Use Your Audience’s Answers as Examples

Once you’ve got your audience engaged and answering your questions, pick someone and use their business as a working example to illustrate your slides.

#4 Create Giveaways

Having a Giveaway that you announce when people register is great because it’s another reason to encourage people to commit to the call. It’s also a great way to keep them on the call because you can give away the product after your deliver your pitch.

You can also create an additional Giveaway at the beginning of the webinar – it’s a two-part strategy and here’s how you do it…

At the beginning of the call I put a post about the webinar up on my Facebook page. And then at the start of my webinar I let everyone know that if they share the post they’ll automatically be entered into a Giveaway. This gets a bunch of people sharing the webinar and hopefully attracts a load of extra people to your call.

The really cool thing is that if you’re giving away a copy of whatever you’re selling on the webinar; you get to describe it in detail without your audience thinking that you’re “selling.”
It’s a really effective trick and by informing your audience about the product at the beginning, they’re already familiar when you do come to sell it later because they’ve been introduced to it before.

#5 Create a Workbook to Accompany the Webinar

Creating a simple Workbook that your viewers can use as they follow along with your presentation helps to increase the value perception of your free training and further engages your audience. Just add the file as a download that can be accessed via your Thank You page.

#6 Offer a Free Bonus at the End

It’s always great to give people encouragement to stay on the call with you, and by offering them something simple like a PDF of your presentation notes or a really useful info graphic, you’ll be adding value and rewarding the people that stayed with you until the end of the webinar.

Tools to Make Your Life Easier

Over the years I’ve discovered some fantastic tools to help make the process of preparing and creating webinars a lot easier:

1. GraphicRiver.net offers pre-designed KeyNote and PowerPoint slides ready for you to drop your information into for just $15.

2. IconArchive.net and sxc.hu offer great images and icons that you can download for free.

Tips for Creating Your Slides

1. Less is More: keep your slides crisp and clear with keywords that capture your message.

2. Be Visual: use imagery to keep your audience’s attention and reinforce your copy.

3. Stick to 2 Fonts: this goes back to keeping your slides crisp and clear – don’t go over-the-top with design that is more distracting than anything else.

4. No Animations: GoToWebinar only records in 10 frames per second while video records in 30 frames per second, so whatever it captures isn’t going to look good.

5. Don’t underestimate the time needed to create your slides: once you’ve completed your outline using the worksheets above, you’re going to want to create your slides.

Warning: even as a seasoned pro, creating a slide deck still takes me a day to complete. So don’t leave this until the night before your presentation!
SECTION #3: BUILDING THE MACHINE
“MAKE ZERO ASSUMPTIONS. SELL AT EVERY STEP.”
IN SECTION #3 YOU WILL:

- Create Your Essential Pages
- Set up your emails and autoresponders
- Learn more about how to use promotional emails to attract your audience
- How to use social media to attract your audience
YOUR WEBINAR REGISTRATION PAGE

Your Webinar Registration page is the official “invite” page to your webinar. But it also serves two specific purposes:

Adds subscribers to your email list
Registers subscribers to GotoWebinar

We use LEADPAGES to create all our webinar registration pages.

The following are Webinar Registration “Swipe Files” and Examples to Choose from:

Webinar Registration Page Example #1:

Webinar Registration Page Example #2:
YOUR THANK YOU PAGE

The Thank You page is the page people are going to see immediately after they sign up for your webinar.

The key elements required for a successful Thank You page are:

- Copy that confirms what they have registered for
- A further prompt about the date and time of the webinar
- An extra incentive for why they’re going to want to show up

Some templates give you the option to let your subscribers know what they can do next once they’ve signed up.

You can use these steps to:

- Ask your subscribers to like your Facebook page
- Ask your subscribers to join your Facebook group
- Request that your subscribers print out their free workbook

The following is the EXACT template I use for all of my Webinar Thank You Pages:

https://jameswedmore.leadpages.co/aaatemplate01-webinar-thank-you/
YOUR CONFIRMATION & REMINDER EMAILS

The goal of your confirmation and reminder emails is simple: get your registrants to attend!

And a simple rule of thumb: **The more emails, the higher the attendance rate!**

**EMAIL #1: THE CONFIRMATION EMAIL**

*Delivered Immediately!*

This is the email your subscribers will receive immediately after they opt-in to attend your webinar.

**The key elements you require for a successful Confirmation email are:**

- An email subject line that refers to the event and the day and time it's being held
- Copy that sells the reasons why your subscribers are going to want to show up live to the event
- Copy that reiterates the date and time of the webinar throughout

Use the space below to write down all the things you want to include in your confirmation email:
YOUR CONFIRMATION EMAIL TEMPLATE:

Your Registration is CONFIRMED (details inside!)

James Wedmore <support@jameswedmore.com>
To: james@jameswedmore.com

Sat, Jan 2, 2016 at 10:29 AM

Congrats!! You are all set and registered for the upcoming webinar:

How to Be Awesome!

Make sure to save the following date & time in your calendar:

DATE: Tuesday, March 5th 2015
TIME: **ADD TIME**

Here's just a sneak peak at what you'll be learning on this LIVE Call:

- Add Bullet Point #1
- Add Bullet Point #2
- Add Bullet Point #3
- Add Bullet Point #4
- ...and more!

I can't wait for this call, so get ready...and I'll see you there LIVE!

Cheers,

James Wedmore
Your Video Marketing Coach

P.S. Make sure to show up AT LEAST five minutes early...I'll be there early to hang out, and we'll be starting right at the top of the hour!!
Confirmation Email Swipe File Example:

Your Registration is CONFIRMED (details inside)  
1 message
Brandon Lucero <support@localvideoacademy.com>  
To: Jameswedmore@gmail.com  
Mon, Jan 4, 2016 at 5:31 PM

Congrats!! You are all set and registered for the upcoming webinar:

Local Video Success: Get Paid Premium Prices By Offering Video Marketing Services To Local Businesses

Make sure to save the following date & time in your calendar:

DATE: Thursday, January 7th 2016
TIME: 5pm PST

Here’s just a sneak peak at what you’ll be learning on this LIVE Call:

• See How We Are Getting $2000+ To Make Just One Video For Local Businesses
• Receive Profitable Recurring Revenue By Charging Monthly Fees To Get Their Video Seen
• Discover The Same Steps I Took To Get My First High-End Clients Without Spending A Dime On Ads or Cold Calling
• See How You Can Have Your Own Six-Figure Video Marketing Business With Only 20 Clients
• ...and more!

I can’t wait for this call, so get ready...and I’ll see you there LIVE!

Cheers,

Brandon Lucero
Your Video Marketing Coach

P.S. Make sure to show up AT LEAST five minutes early...I’ll be there early to hang out, and we’ll be starting right at the top of the hour!!
Email Two: Webinar Reminder #1

I recommend you schedule this email 24 hours before your event to get your subscribers excited for the webinar.

This email is designed to offer additional value and offer a glimpse of what is to come during the main event, as well as gaining commitment from your subscribers. A great way to create that commitment is to set a challenge or pose some questions for them to think about on subjects you’ll be discussing during the webinar.

Use the space below to sketch out an idea for a challenge you might like to set or some questions you want your subscribers to thing about ahead of your webinar:

Email Three: Webinar Reminder #2

I recommend you schedule this email the morning of your event to remind your subscribers at the beginning of their day.

This email is designed to start raising the energy and sense of anticipation for what’s to come, so your subscribers won’t want to miss out on the event. It’s also a great idea to stress that the webinar provides an opportunity for people to get their questions answered which is an additional feature and benefit of them showing up live on the call.

Use the space below to sketch out ideas for this email:
Today is the Day! YouTube Marketing Webinar Starting Soon

1 message

James Wedmore <James@jameswedmore.com>
To: Jameswedmore@gmail.com

Just a friendly reminder that the YouTube Marketing workshop starts in less than 3 hours!

DATE: Monday, 28th March TIME: 10am (Your Local Time)
Note: The time has automatically been adjusted to your time zone!

And below is your Special Link for ACCESSING the webinar when it starts:

====> http://ewebinars.com/go/?aqptqvhrg-10565182
Click that link above at the start of the call, and I’ll see ya then!

See ya soon!

James Wedmore
Your Video Marketing Coach
Let’s look back at the goals you set in Section One...

Looking back and focusing on how much money you want to make and how many people you need to get on the webinar to convert those sales is really important at this stage. That number is what’s going to drive all your marketing efforts moving forward.

Write down your target number of registrants below:

So now that you’re reminded of how many people you want to get on your webinar, it’s time to talk about your promotional calendar.

You’ll want to start promoting your webinar approximately four days before the event – any earlier and people start to forget about it or get bored of hearing about it, any later and you risk not being able to create the buzz you want or, ultimately, not getting enough people registered to meet your target.

I recommend you promote your webinar in three primary ways:

- Email
- Social Media Channels, including Facebook and Twitter
- Facebook Ads

In all your communications you’re going to want to bear in mind these important marketing strategies:

**Grabbing Attention:** make sure you’re communicating really clearly what’s in it for them… What will they learn and how will their lives be different? What will they have more or less of?

* e.g. Are you struggling to…
  Are you frustrated with…

**Demonstrate Live-ness:** by treating your webinar like an event you’ll be able to create a buzz as well as give people the sense that they’re missing out on something special if they don’t attend live.

* e.g. Join me/us live…
  Be a part of…
Conveying Scarcity: by running your webinars live, people know they have to turn up at a certain time. If you have a big following you might even want to let people know that they’ll want to show up early to make sure they’re able to get a seat before you max out on capacity.

e.g. Reserve your spot now…
     Space is limited…
     Make sure you show up early to secure your spot…

Calls to Action: specific copy that is going to inspire your people to take the action you want them to take.

e.g. Click now…
     Register now…
     Complete your details…

Use the space below to sketch out your ideas for how you’ll convey these marketing guidelines in your promotional copy:
Your Promotional Emails

Your promotional emails need to ensure your readers do four things:

▪ Open your email
▪ Read your email
▪ Click the registration link
▪ Register for your webinar

Let’s take a look at some examples of emails I’ve used in previous launches… but before we do, let me just say I’m sharing these with you as a source of inspiration. Please do not copy what I’m about to share with you – copying does you, and your brand, a great disservice.

Email #1:

Subject: The Truth About Webinars

The truth is...they work! They are responsible for the vast majority of sales I've made in the past 2.5 years, and now in a Brand NEW presentation, I'm revealing the subtle ART behind crafting the PERFECT Profit-Producing Webinar... even if you don't have anything to sell! (whaaat?!)  

Ok, story time.

In November of 2012, I joined forces with my good friend Lewis Howes to co-host a CreativeLIVE workshop (live) to over 100,000 people.

During this 3-day workshop, we took an un-expecting student from the audience, and walked her through the exact steps to crafting and hosting her very first webinar... LIVE during the workshop!! It had never been done before.

Ok, I'm gonna be honest.

I was scared out of my mind. What if it didn’t work? What if she flopped? We would look pretty stupid!

Well...three days later, our student Alicia Dunams, generated over $17,000 in sales!!!!

Then, she texted me the next day: her sales had increased to over $22,000!!!

When Alicia showed up on Day #1, she had NO idea she was about to partake in this LIVE experiment.
The only prep time she had was what we had her do DURING the workshop! Pretty impressive, right?

Well, I’m going to be perfectly honest. Her results are NOT typical. She already had an email list, and has established herself as an authority who knows her stuff (she teaches people how to write a best-selling book… fast!)

But right now as you read this, you have a choice…

You can let this story, and Alicia’s circumstances, be an “excuse” for why you are where you are…

or…

You can use this as inspiration and proof that THIS WORKS.

You can CHOOSE to use this as a catalyst for change and growth.

It won’t be easy… but the things that are really worth it, seldom are!

I invite you to join me for a VERY SPECIAL and intimate call on the topic of Selling From Webinars.

To reserve your spot, click the link << insert link here >>

WARNING: This training class is NOT for everyone. Webinars will NOT work for EVERY business model… but I’m guessing you already have a pretty good idea whether they’ll work for you or not.

The webinar is THIS Thursday at 4pm PST (7pm EST)!

I’ll see ya then!

Cheers,

James Wedmore
JamesWedmoreDotCom

p.s. Over 70% of my sales come from webinars… if you’re selling coaching, digital products, or software and NOT using webinars yet… you’re missin’ out! But don’t beat yourself up too hard! ;-)
It shares a story about why I believe webinars are effective and why people should pay attention.

It reiterates the date and time of the webinar, and gives at least three opportunities to sign up.

It shares an additional benefit as a post script.

Email #2:

Subject: (New) Live Training: How To Use Webinars To Grow Your Business

Have you ever wanted to learn how to use webinars to sell more of your products or services?

Have you ever done a webinar and completely bombed?!

JOIN ME this Thursday, Sept 5th @ 4pm PST (7pm EST), as I show you the lessons, strategies and subtle "finesse" to executing SUCCESSFUL Webinars that attract happy customers and thankful attendees!

We are already at +70% of MAX OCCUPANCY, so reserve your spot here:

<< insert link here >>

How to Use Webinars in Your Marketing
What will we cover, you ask? I answer all your questions, including...
• How do I get people registered for my webinar?
• What should my webinar even be about?
• What do I say or do on a webinar?
• What software and tools do I need?
• What do I sell...and HOW do I sell on a webinar?

...and MORE!!

LIVE EVENT: How to Create Profitable Webinars
WHEN: This Thursday, Sept. 5th, 2013
TIME: 4pm PST (7pm EST)
LOCATION: << insert link here >>

Reserve your spot now, and I'll see this Thursday!

Cheers,

James Wedmore
JamesWedmoreDotCom
p.s. One of my students generated over $22,000 on her very first webinar! These results are NOT typical, but they are AMAZING!! Let me know you how it’s done this Thursday!

<< insert link here >>

Here’s why this email works:

- The email subject line makes it very clear that the training offered is new and hasn’t been delivered before.
- The copy poses questions that appeal directly to how the reader might feel right now.
- It clearly lays out the features (what’s included) and outcomes (benefits) that the reader can expect if they subscribe.
- It seeds scarcity in the mind of the reader with a reference to 70% occupancy.
- It reiterates the date and time of the webinar, and gives at least three opportunities to sign up.
- It shares an additional benefit as a post script.

Email #3:

Subject: Are You Joining Us For The Live Webinar Today?

Most of my subscribers know me for my Video & YouTube training. But there's ONE type of video I've never talked about before… until now.

It's the Power of LIVE Video…

I've used Webinars (yes, that's just a live video presentation!) to market and grow my business for the past 2.5 years, and for the FIRST time ever, I'm showing you HOW to do the same!

This Brand New Training Class is TODAY at 4pm PST (7pm EST). Register below:

<< insert link here >>

**Note: We have already hit MAX Occupancy, so make sure to show up a few minutes early to secure your spot!

"Is This Webinar For ME?"

==================

Copyright © James Wedmore.com 2017. All rights reserved.
I received a LOT of requests over the past year for this specific training, but I will be honest: this webinar is NOT for everyone!

The Webinar is NOT for You if . . .

You are BRAND NEW in business and/or don’t have a market or niche.

You are a Local Business Owner that does not have a product that can be sold online.

You don’t have an email list.

If you are in the above categories, that’s ok! I just don’t want to waste your time with training that is either irrelevant to you, or you’re simply not ready for.

Now, if you ARE ready for this training, good! You know what to do.

Reserve Your Spot Now:
<< insert link here >>

I’ll see ya tonight (or this morning if you’re in Australia ;-) )

Cheers,

James Wedmore
JamesWedmoreDotCom

p.s. I’m kinda nervous for this one. Since I’m teaching "how to do webinars" on a webinar, I really feel like your experience has to be EXTRA AWESOME. Gulp.

Here’s why this email works:

- The email subject line asks the reader to decide whether they’re in or out, and indicates they’ll be on the outside of the group if they don’t join by the clever use of “join us.”

- It asks people to qualify whether the webinar is really for them by saying who it is not for – this ensures you only get potential buyers to show up.

- It seeds scarcity in the mind of the reader by saying the webinar will be at max occupancy, and encourages people to take action and show up early.
Using Social Media

Facebook Posts

Sketch out ideas for Facebook posts below:

Tweets

Sketch out ideas for Tweets below:
**YouTube Videos**

What cool videos could you make to promote your webinar? Don’t forget to include some compelling copy, too. Sketch out your ideas below:

---

**Blog Posts/Newsletters**

Share a story that speaks to the “why” behind your webinar, or perhaps your journey from Point A to Point B, using whatever you’ll be teaching live. Sketch out your ideas below:

---
JVs/Affiliates

Who could you ask to share your posts, re-tweet your tweets, or mention your webinar to their audience?
FACEBOOK AD EXAMPLES:

[Images of Facebook ad examples are shown here.]
SECTION #4:
POST PROFITS
“Even if people want to buy, they need a reason to buy right now.”
In Section #4 you will learn:

- What to do after the webinar ends to drive additional revenue and increase your profits
- How to segment your list based on subscriber attendance to drive additional revenue
- About the kind of emails you should be sending after the webinar
The Post Webinar Transition

Let’s have a brief recap and take a look at the overall experience a person goes through during your webinar marketing campaign:

1. They heard about your webinar either via email, social media, or perhaps a Facebook Ad
2. They registered for your webinar
3. Then they either attended live (received awesome value and saw a great offer) or missed it altogether.

4. They received a webinar replay (optional)
5. They are informed of a deadline, where both the product and the replay become unavailable

In the list above, steps 4-5 all happen after the webinar has taken place and this is what I call the post-webinar transition period.

Here’s what I recommend should happen at each step:

Get them to watch the replay:

It’s crucial after the webinar takes place to connect with your registrants and continue the buzz. Share the replay with them in case they missed it live or want to watch it again.

Inform them about your offer:

Up until this point all your communications have been about the webinar, but once it’s been and gone, you then need to transition into talking about the product.

Product and replay become unavailable:

In the final step you establish scarcity by creating a reason to buy, usually by giving a date and time at which the product offer becomes unavailable (or the price increases).
In order to communicate effectively with your registrants during this post-webinar transition, it’s necessary to segment your list.

**Segmenting Your Audience**

**When you run a webinar you end up with a list of registrants.**

This is a list of everyone who originally signed up for your webinar. These registrants will have come from a variety of different leads (e.g. your mailing list, social media, Facebook Ads, etc.).

**Let’s look at all the segments you can create from your webinar sign-up list, based on their behavior in relation to your webinar.**

**Segment 1: Attendees**

Your attendees are the registrants who actually showed up live on the webinar.

**Segment 2: Non-Attendees**

Your non-attendees registered for the webinar, but didn’t attend live.

**Segment 3: Purchasers**

Your purchasers may or may not have attended the webinar, but ultimately they bought the product.

It’s possible to create these lists by exporting the data captured about your webinar registrants in GoToWebinar.
Here are the key messages you’re going to want to communicate to each segment of your overall list of registrants:

Segment 1: Attendees

- Thank them for attending and acknowledge their participation in the live event
- Reference the product that they would have seen offered during the webinar
- Include a copy of the replay in case they want to watch again
- Begin a follow-up sales sequence

Segment 2: Non-Attendees

- Address the fact that they missed the webinar
- Since they haven’t seen the product or know you’ve made an offer, send them the replay
- Reference the product they’ll see you talk about in the replay
- Begin a follow-up sales sequence

Segment 3: Buyers

The people in this segment have already purchased your product so there is no need to continue marketing to them, in which case you should:

- Remove this segment from your follow-up sequence
- Start a member follow-up sequence instead
How to boost sales and revenue after you hold your webinar

The seven to ten days following your webinar are crucial if you're going to fully realize all the revenue and profit from your launch.

Here's an example of what your promotional activity should look like during that time.

<table>
<thead>
<tr>
<th>Thursday</th>
<th>You do your webinar!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday</td>
<td>Email #1a: Attendees</td>
</tr>
<tr>
<td></td>
<td>Thanks; Replay; Mention product and include link.</td>
</tr>
<tr>
<td></td>
<td>Email #1b: Non-Attendees</td>
</tr>
<tr>
<td></td>
<td>Where were you?; Replay; Mention product and stress scarcity.</td>
</tr>
<tr>
<td>Saturday</td>
<td>N/A</td>
</tr>
<tr>
<td>Sunday</td>
<td>N/A</td>
</tr>
<tr>
<td>Monday</td>
<td>Email #2: Everyone</td>
</tr>
<tr>
<td></td>
<td>This email is benefit-driven and highlights the outcomes the product will deliver, building the value of the product in peoples’ minds. Include link to replay.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Email #3: Everyone</td>
</tr>
<tr>
<td></td>
<td>This email deals with the objections people might have about your product – and therefore, not buying your product. Point them out and blow ‘em away!</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Email #4: Everyone</td>
</tr>
<tr>
<td></td>
<td>This email appeals to the logical side of peoples’ decision-making process, so you should include stories, stats, real numbers, case studies, etc.</td>
</tr>
</tbody>
</table>
Let’s take a look at an example of what a post-webinar email sequence might look like:

**Note:** Remember, I do not recommend you replicate other peoples’ copy – it will not benefit you, or your brand, in the long run… trust me! Read these examples as inspiration, then sketch out your own outlines in the spaces provided.

**Email #1a to Attendees:**

Thank you soooo much for attending our webinar today! Brandon and I know there are only so many hours in a day and we’re grateful that you chose to spend those hours with us.

Here’s a link to the replay from the call:

<< insert replay link here >>

The replay will be coming down soon so make sure you catch it while it’s up!

In the meantime…

I want to discuss our program Local Video Academy AND the extra special Bonus that’s available until Tuesday night at 11:59pm PST…

If the content we presented to you was of interest, Local Video Academy is your chance to continue your education and get the exact step-by-step training AND resources to help you create, grow, and scale your very own PROFITABLE Local Video Agency!

And for today only, when you decide to enroll, we’ll also be inviting you to our BONUS LIVE TRAINING:

We call it: The Video-Critique Mastermind

It’s an invite to a LIVE, VIRTUAL Group Coaching Call where you will have the chance to get a detailed critique of a client video from both me (James) and Brandon Lucero!

…need help with your SEO optimization?
…want feedback on your video structure?
…looking for suggestions on how to improve your videos?

We’re here to help… LIVE… with SPECIFIC Suggestions!
But that bonus comes off the table tonight at midnight...

To learn about Local Video Academy, our different levels of membership, and payment options, click the link below:

<< insert sales page link here >>

And don’t forget - the offer for The Video-Critique Mastermind turns into a video pumpkin at midnight tonight - PST.

If you're someone who isn't sure that you can actually close $2,000 deals, like our student Andy Ryan, you'll dig this...

Back in November of 2014, Andy was forced to choose between paying his rent or buying a plane ticket for our Live Event...

It was risky, but he chose wisely. After leaving our LIVE event (which you'll get to attend when you enroll as a VIP) he closed over $14,000 in sales in 2 weeks!

And there's more exciting success stories to come!

To learn more, simply click the link below:

<< insert sales page link here >>

See ya inside the course!

Cheers,

James Wedmore
Brandon Lucero
Founders, Local Video Academy

p.s. The offer for the Video-Critique Mastermind turns into a pumpkin tonight at midnight PST - so get it now while you still can. << insert sales page link here >>

Email #1b to Non-Attendees:

Hey you!

We missed you on the webinar earlier today. We have good news... the replay is up and ready here:

<<insert link to the replay here>>

We're also hosting another webinar tomorrow and the call will start promptly at 5pm PST (8pm EST).

You can register for the call here:
<<insert link to the registration link here>>
Here’s a quick peek of what you’ll be learning on the call:
• How much to charge clients
• Which type of business owners to go after
• How to get your foot in the door
• How to sell them on high-priced packages (without being salesy)
… and more!

I’m really, really excited for this one! I have a special guest (Brandon Lucero), and he is absolutely ROCKIN IT with Local Video! In fact, he just closed a $1500 deal for a new client yesterday!!

Can’t wait! See ya there!

Cheers,

James Wedmore
& Brandon Lucero

p.s. Make sure you tune in, we discuss our program Local Video Academy AND a special Today-Only Bonus that’s available when you enroll before 11:59pm PST tonight!

Email #2 to Everyone:

What if you could have a giant slingshot which would bring your message to your audience?

What if there was a process for using it the right way… to slingshot viewers from one site onto YOUR site?

Well, there is, and you won’t be alone in using it.

Nope.

In fact, the White House started using this ‘slingshot’ to bring their messages to the world. They know more people use this slingshot to watch content… And so they put their content there.

The slingshot?

YouTube. But please don’t stop reading.

Here’s why:

You see, President Obama uses YouTube to store, index, and launch all his videos. And then, they push the video footage everywhere…

And for good reason: They know that is where the AUDIENCE watches. And you can use their site for free… and Google wants you to.

Here’s the deal:
In 2013, Google made $50 Billion in advertising revenue. And not long after, President Obama used this website to bring the message about his State of the Union to the entire World.

Now you can use it too. For free. As much as you like.

And you'll likely make a king’s ransom in the process - at least far more than The White House...

Why?

Well, they don’t know the key strategies that you’re about to find out. And with a few simple tweaks and methods, you can bring visitors who find your content on YouTube anywhere you want.

And… you can get paid to put your message on there.

How?

Well, you see people use this media platform to SEARCH for content all day long. They want to learn new things - and they are BUYERS - not just browsers.

And you just use this media giant as your slingshot… The sky is the limit.

Want to know the step by step process? Here’s what we’ve discovered...

60% of all views on YouTube are search-driven! This means, the videos that get the most exposure are not “viral videos” of a silly kitten or cute baby, but rather...

Videos that get RANKED and FOUND at the Top of YouTube & Google.

I’m here to show you EXACTLY how to do that.

Video ROI is my online training program teaching you how to drive traffic, build a list, and sell more of your stuff using simple videos on YouTube.com (the world’s 2nd largest search engine!).

And here’s the best part...

Because of this special webinar I hosted the other day, I’m giving you the opportunity to join Video ROI as our newest member for just 2 payments of $97!!

Yes, you’ll get access to the course, the bonuses, AND the Private Members Forum! But this offer won’t last long, I’m closing the doors in a few days.

Click below to get ACCESS now:
<<insert sales page link here>>

Want to watch the Replay?
Email #3 to Everyone:

I've done over 800 videos in the last couple years… and I still do NOT like being on camera.

But here's why I show my face (and why you should too)...

I recently posted a survey to over 4,000 of my customers asking them one simple question: “Why did you buy?”

Simple question. But their answers were amazing!

Almost every customer told me they purchased because of the relationship they ALREADY HAD with me from my videos!

Think about that!

Our relationship fostered the sale. And that relationship was created...through video!!

You won't get the same effect with a Powerpoint... no way.

With this said... do I have time to make videos?

No. Do I make time?

YES!

Now listen up, because this is important...

Do you have an iPhone, webcam, or handheld camcorder?

Then the most important gift I can give you right now, is this: If you spend your time on the "how-to" of video-marketing... you’ll never see results.

The real secret is focusing on the STRATEGY and STRUCTURE of successful promotions.

Ask yourself: How will you use YouTube? How will you integrate it into your existing marketing campaign for more traffic... more Leads... and more Sales?

If you hesitated because you did not know the answer, that’s not a problem!

Click the link below to access the REPLAY Now!
<< insert the webinar replay link here >>

WARNING: Your Replay comes down in LESS THAN 6 Days!

Cheers!

James Wedmore
Your Video Marketing Coach

Copyright © James Wedmore.com 2017. All rights reserved.
Helping people like you is the exact reason VideoROI exists… and since these methods work for me and my customers… I want them to work for you too.

The best news? You can sign up right now for just 2 payments of $97.

Click here to get started:
<<insert sales page link here>>

Once you join, you’ll get immediate access to all the video training, but you’ll also join our Private Members’ Only Forum for support and feedback.

Why should you care about the Forum? Well, it’s people like you going through the program and giving tips, tactics, and secrets so you can get results fast!

And I’ll be in there as well to answer any questions you have.

Excited to welcome you!

James Wedmore
Founder, VideoROI

p.s. And yes, you can still check out the REPLAY from the webinar for a few more days but if you know you want this now, then why hesitate?

See the replay here: <<replay link here>>

Go here to get instant access to VIDEO ROI now:
<<sales page link here>>

Email #4 to Everyone:

Two years ago I bumped into a guy named Antonio Centeno, who used my training.

In short, he has seen brilliant results.

He confessed to me that, in one year, he received 4.3 MILLION views and got 56,000 subscribers.

Before I pressed "send" on this email I wanted to see where he is now… currently he has 15.8 Million Views!

BUT…

…the only numbers we care about are financial, right?

Well, this strategy has tripled his business in just one year.

And he shares his story and his tips in this video here:
You should watch this for two reasons:

A: It’s proof this method works and it’s where everything is headed in 2015!

B: The best part? He had never made a video before and now has an amazing business which YOU can copy…

Watch the video here:  
<< insert the link here >>

Enjoy,

James Wedmore

Email #5 to Everyone:

Hey! There’s only 24 hours left to watch the new video I made for you… all on getting massive eyes and dollars for your products and services.

Here’s what you’ll discover…

• 3 Key Algorithms You’ll Use For A Completely UNFAIR Advantage (do this right and your videos get ranked… seen… and acted on…)

• It’s not just about ‘getting ranked’ in YouTube - but the real reason we use YT is because it’s directly tied to GOOGLE. If you rank in YouTube - then ranking in Google becomes a no-brainer.

• And you’ll discover many many many more secrets I don’t have time to post here…

So why are you still reading this if you want an unfair advantage over all the people who will be CLUELESS as to what you are doing?

See how to get ahead with your business here…  
<< insert the link here >>

-  
- James
Creating a Replay Page

Once you’ve held your webinar, you’ll need to create a replay page for your registrants to access.

You can do this in three ways:

▪ Create a LeadPage Replay page
▪ Create a Custom Sales page
▪ Create both!

Creating a Custom Sales Page

Creating a custom sales page is a slightly more advanced option, but if you do decide to go down this route, I recommend you check out the sales page templates on ThemeForest.com, which you can purchase for approximately $10.

If you don’t know enough HTML to be able to build the page yourself, you’ll probably have to hire someone through ODesk.com to do it for you.
WEBINAR LAUNCH GUIDE

Congratulations!

You’ve made it all the way to the end of this workbook, and if you’ve been completing all the exercises as you’ve gone along, you’ll really hit the ground running when you leave here today.

Here’s a quick recap of everything we’ve done:

▪ Learned how to create realistic goals in your business so you don’t completely burn out
▪ Identified what to sell through your live webinars
▪ Clarified your messaging and marketing
▪ Outlined the presentation you’ll be delivering on your live webinar
▪ Learned all about how to put together a bootcamp as an alternative product/service
▪ Discovered the psychology behind webinars and why they work
▪ Learned my 7-step sequence for running a webinar and what you need to do at each step
▪ Learned some simple tricks to increase engagement on your webinars
▪ Learned how to create a Thank You page
▪ Learned how to set up your emails and autoresponders
▪ Learned more about how to use promotional emails to attract your audience
▪ Discussed how to use social media to attract your audience
▪ Outlined exactly what to do after the webinar ends to drive additional revenue and increase your profits
▪ Learned to segment your list based on subscriber attendance to drive additional revenue
▪ Taken a closer look at the kinds of emails you should be sending after the webinar