

Mastering Google Hangout Webinars

Attract More Leads, Make More Sales, and Maximize Your Profits Using Google Hangout Webinars....



What We Are Covering Today

- **How to Attract Your Ideal Customers to Your Google Hangout Webinars**
- **Strategies for Selling Your Products and Services Using Google Hangout Webinars**
- **Outline of a Successful Sales Webinar**
- **How to Maximize Your Sales (add 50% plus) after the Webinar is Over**

Big Promise

*Attract More Leads, Make More Sales, and
Maximize Your Profits Using Google Hangout
Webinars....*



Starting Point: Your Marketing Message

- Who is my Ideal Customer?
- What words do they use to describe their PAINS and WANTS? (Amazon, Google, Surveys)
- Where do they “Hangout”?

Registration Page

- **Headline is Key (Big Promise/One Thing)**
- **Body text: short, benefit rich statements (no long paragraphs)**
- **Use Bullets**
- **Share Your “Hook” to get people to attend live**

Headlines....

- 3 Easy Tips to Lose YOUR Next 10 lbs in under 7 days...
- How to do _____ Without _____.
- Add a Number of Tips or Steps
- Use the Words Your Ideal Customer Uses
- Invoke Curiosity
- Use a Timeline if Appropriate

1. Promotion and Traffic

Attracting Your Ideal Clients to Your Hangout Webinars.....



Beginner & More Advanced



1. Promotion and Traffic

**For Beginners: No email list and/or
no product to sell....**



For Beginners....

- **Hosting Interviews with an Opt-in**
- **Hosting FREE + Q&A Sessions**

What we recommend...

- Webinar Registration Page
- Webinar Jam, Easy Webinar, 22 Social, Webinar Ninja, RunClick
- Leadpages, Optimize Press 2.0, Click Funnels

What We Recommend...

- Email Autoresponder.....
- Aweber, Mailchimp, Infusionsoft

Can't I Just Use Regular Hangouts

- Can't Collect Emails
- Can't Interact with Your Audience Well
- Can't offer your Products and Services Easily

Hosting Interviews with an Opt-in

- Builds Your List when you or a Guest share your Registration page
- Expands Your Network and JV partnerships

Conducting Q&A Sessions

- **Do Some Light Teaching and Answer Questions from Your Audience**

More Advanced (have a list)

- Simple as Emailing That List
- Host a Sales Webinar, Live Training, Joint Venture

Spreading the Word

- **Share With Your Email List**
- **Joint Venture or Affiliates**
- **Paid Advertising**
- **Social Media**

Before the Webinar...

- **Start Emailing Your List around 3 days prior to the webinar**
- **Have your last email go out 1 hour before the webinar starts**

2. Strategies for Selling Your Products

- **Hosting Sales Webinars**
- **A Free Training where you sell on the backend**
- **More on this soon....**

2. Strategies for Selling Your Products

- **Selling a Live Training**
- **Host a Sales Webinar and Selling a “Seat” to an Online Intensive. (2-4 hours on a Saturday)**

Why We Love Selling Live Trainings....

- You can start selling without a product
- It validates your marketing message
- You get paid before you make it
- Repurpose the recording on-demand
- Upsell to Consulting

2. Strategies for Selling Your Products

- **Hosting a Joint Venture**
- **After you have validate your product will sell**

2. Strategies for Selling Your Products

- **Sell A Current Product**
- **Sell A Live Training**
- **Joint Venture**

3. Outline of a Successful Sales Webinar

- Introduction
- Content
- Close (Offer)

Introduction (5-10min)

- Welcome and Housekeeping
- Repeat Big Promise/ What is Being Covered
- Share Your Hook to the End (key)
- “Turn Off Distractions”
- Credibility Building
- Imagine Slides

Content (35-45min)

- Repeat “One Big Thing”
- Teach 3 Content Points that Relate to Your Offer
- Break Beliefs
- ie: “Selling on Webinars is Hard” = belief
- Break Belief = “It’s not hard to sell on webinars when you have a good template to follow”

Meet Tom...

Dr. Tom Sladic, TheNaturalThyroidDoctor.com



Dr. Tom Sladic is a leading expert in holistic thyroid care with a focus on Hashimoto's Thyroiditis.

Although a thought leader in his industry, Dr. Sladic had yet to create a premiere online program to scale his expertise and online business.

Dr. Sladic and I worked together to improve his email marketing and webinar sales structure. Dr. Sladic was able to pre-sell a live, online training using webinars and email marketing, making \$5,516 before he even created a finished product.

We are currently working on building a marketing funnel and value ladder around the recording of his live training to create automation and scale in his business.

In Dr. Sladic's own words....

"Before working with Jon, I had only an ebook to sell but no online courses or way to make a significant online income. After working with Jon for 6 weeks, I sold \$5,516 in online trainings and am now working on building out my marketing funnel. Best money I have ever spent."

Close (10 min)

- Let me ask you a question.....(transition comment)
- Stack with Price Framing (more on the next slide)
- Show the Checkout Process
- Risk Reversal (30 days Guarantee)
- Move to Q&A

How to Present Your Offer (Stack)

- Offer #1 (normal price)
- Benefits to Audience List

How to Present Your Offer (Stack)

- Offer #1 (normal price)
- Bonus #1 (price listed)

How to Present Your Offer (Stack)

- Offer #1 (normal price)
- Bonus #1 (price listed)
- Bonus #2 (price listed)

How to Present Your Offer (Stack)

- Offer #1 (normal price)
- Bonus #1 (price listed)
- Bonus #2 (price listed)
- Bonus #3 (price listed)
- List Total Value Here (price framing)
- If all this did....

Reveal Final Price

- Not ~~\$997~~
- Not ~~\$597~~

➤ **\$197 one-time payment**

- Pop in your offer button here

Live Bonus?

There is No Risk

Still Not Sure?

No Worries. Our Product Comes With A
30 Day Money-Back Guarantee!



Jing (Techsmith.com)

30 Days to Profits with
Webinars



Join the Jumpstart Bootcamp For
Jammers!

Secure Your Spot Now!

Preview: what the offer will look like in the webinar
room



Email us at
support@hangoutsthatconvert.com for
assistance

Step 1: Contact Information

First Name: *

Last Name: *

E-mail Address: *

Step 2: Billing Details

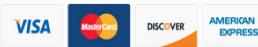
Credit Card Number:

Security Code:

Expiration Date:

- Select -

- Select -



30 Days to Profits with Webinars

Jump Start Bootcamp for Jammers!

What You Will Learn....

- ✓ How to Laser Target Your Webinar Messaging to Enroll Your Perfect Prospects!
- ✓ A Simple 3 Set-Up Webinar Outline to Easily Convert Attendees to Excited Customers!

Step 2: Billing Details

Credit Card Number:

Security Code:

Expiration Date:



Enter Coupon Code



Your Order Total:

\$1.00 Today

Then Just 2 More Payments of
\$248.00 Scheduled 7 Days Apart

PROFIT FROM WEBINARS IN 30 DAYS!



Your Privacy is
100% Protected



Your Information
is Secure



Secured by
RapidSSL

What You Will Learn....

- ✓ How to Laser Target Your Webinar Messaging to Enroll Your Perfect Prospects!
- ✓ A Simple 3 Set-Up Webinar Outline to Easily Convert Attendees to Excited Customers!
- ✓ How to Set-up Webinar Jam Studio Without the Frustration!
- ✓ 7 Easy Ways to Build an Audience and Make Money using Webinars!

Congrats on Deciding to Profit using Webinars in the Next 30 days!

Access to the replay area will be sent to your inbox shortly.

While you are waiting for the Live Training to start, here is a video answering the most common question that we get, "What Equipment do I Need" [Click here to watch the video!](#)



Q&A

- Answer Questions
- Remove Objections
- Point to Offer Again

4. How to Maximize Sales After the Webinar

- Email Follow-up is Key
- Focus on Replay and Bonuses Expiring a few days after the Webinar.

Example Sales Webinar Timeline

- Host Webinar Tuesday
- Follow up Daily with Emails
- Replay Expires and Bonus Offer ends Friday at 9pm PST/12am EST

Example Email

Hi {!firstname_fix},

We had a great time sharing some of our best tips and strategies for marketing with Google Hangouts with _____ and her peeps last Tuesday.

If you have not yet watched the replay, Cathy wanted us to send another message to let you know that the **webinar replay will expire soon** - this coming Monday, April 6th at 11pm ET. **You can access the replay by clicking here.**

You can also still enroll in the Hangouts That Convert Success System for just a one time payment of \$197 which gets you lifetime access!

This is a one time fee for all of the Hangouts help and support from Jon and Michael without the hype. Click here and grab the offer now while this low price is still available. The direct link for the offer is <http://hangoutsthatconvert.com/cath>.



Example Email

Hi {!firstname_fix}

Jon here :)

Just wanted to let you know if you are still on the fence about joining the Hangouts That Convert Success System and receiving the additional 60 minute one-on-one Hangout with Michael or Myself, the **bonus 60 minute session is going to expire at 6pm PST/9pm EST.**

If you have any questions hit reply to this email



What We Learned Today....

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Questions?

