

The Webinar Promotion Sequence

Give results in advance, make people feel comfortable, position yourself as an authority, and actually sell more stuff.

Giving Credit



- Frank Kern
- UltimateWebinarBlueprint.com
- This is only $\frac{1}{4}$ of the course

What Makes You Different?



What Makes You Different?

- Deliver results *before* the webinar
- Increase Goodwill
- Build Trust
- Establish Authority
- Sell more stuff

What To Expect...

This is a 3 part sequence - *3 Videos and 7 total emails.*

- *Liquidation offer*
- *Day 1 video 1*
- *Day 2 video 2*
- *Email follow up until webinar day*

What To Expect...

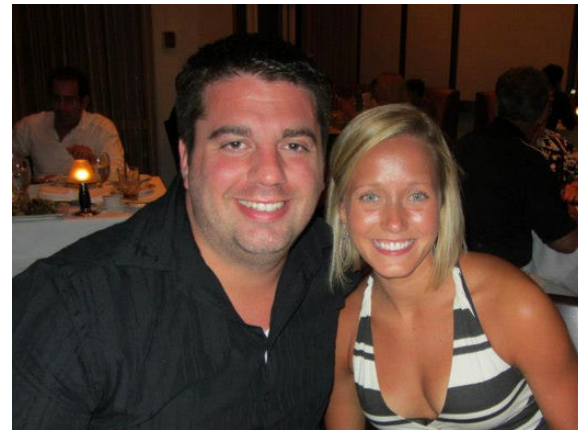
- *Reference Guide “thought sheets”*
- *Fill in the blank scripts*
- *Email templates*

Sound Good?

Results Using This Sequence...



Cesar Rodriguez had a 40% show up rate (usually about 20% will show).



Andrew and Kate McShae had a 69% show up rate (stellar!)

Your Funded Proposal

THE LIQUIDATION OFFER

About The Offer

- Something we can offer immediately after registration.
- This should complement the webinar offer. NOT compete with it.
- Important because it can immediately offset your advertising costs and give you a profit before the webinar happens.
- The liquidation offer happens on the thank you page after they register for the webinar.

Example...

Frank Kern sells "Video Black Box" when you register for his "make money in consulting" webinar. *Video complements* consulting because he's used video in his consulting business.

Example...

- Cesar sold his “Immediate Yes Formula” right after people registered for his “Cold Market Prospecting” webinar.
- Price was \$147
- 23 sold out of 1466 (1.5% - \$3,381)
- Shouldn't be too much so it cannibalizes your offer

The Offer

- Most effective way is a Video Sales Letter
- PowerPoint (like this one)
- Black text on white background
- Many formulas out there (like Tim Erway's 25 point)
- I'm going to share a fast and dirty one from Frank Kern



Ready...

HERE'S THE TEMPLATE

1. The Setup

A good way to position this is as a tutorial –

"Grab a pen and paper because I'm going to show you something really important that's going to help you _____."

(solve a particular problem) "get over your fear of approaching women and having them chasing you instead of you chasing them."

2. Focus

"Imagine this scenario... What if _____?"

the blank is always around a result.

"What if you found yourself in a situation that every time you talked to a woman, she would automatically be attracted to you, hanging on your every word, interested in everything you had to say? What would it be like, instead of being nervous asking for their phone number, or asking her out on a date, she actually asked you instead? What would it be like if every date was comfortable and easy... and you never felt nervous, intimidated or shy?"

These are all questions that are result oriented - with outcomes.

3. Skepticism

Address skepticism...

"Sound too good to be true?" or "Sound like a stretch?"

Then Feel, felt found.

"I know exactly how you feel. I felt the same way until I found this unique system that I'm going to share with you right now."

4. The Reveal

Reveal the discovery –

"It's called _____. I've used _____ in many different ways, like _____, _____, _____ and _____."

Don't make up stories - be truthful. You can also reveal what it doesn't do. *"This has worked really well for me, however, I did discover that if you're mute, then this might not be for you."* Something like that.

**THESE FIRST FOUR STEPS SHOULD ONLY
TAKE UP 2 MINUTES OF THE VIDEO**

5. The Tutorial

- This is where you begin teaching - demonstrating and helping them. Teach on 3 major things. Maintain goodwill through this experience. Provide great content here.
- Don't *bog them down* – not too much information. It will get boring!
- Outline 3 things you'd like to share and teach

6. The Offer

- You don't have to be extreme here. Here's what I've got, here's what it will do for you, here's what I want you to do next.
- "What I just gave you is an overview of the exact same system I used to _____ ... and now that you know what to do, I'm going to show you exactly how to do it. It's called _____"
- "There are 5 modules in _____" Now describe the benefits –
- "In module 1, You get _____ SO YOU CAN _____"

6. The Offer (cont'd)

- Give price
- Give CTA
- Give guarantee
- Give deadline

6. The Offer (cont'd)

"This usually costs \$____, but you can have it for 75% off as a special marketing test exclusively for people who registered for this webinar. I want you to understand that I will not be displaying this offer again. This is only available to you right now. So whether or not you decide to use it, I wish you the best of luck. But if you want this, I can promise you one thing... you will never see this at this low of a price ever again. Once this video is over, this offer has expired."

6. The Offer (cont'd)

Then you can tell a relevant story of how you used the product that ties in to a specific benefit of the product. This allows you to keep the buy button in front of the prospect longer.

Example Liquidation Offers



Cesar Rodriguez:

<http://realitynetworker.com/cmp-thank-you/>

Cesar had 23 people take it - 1.5% conversion rate :)



Kate McShae:

<https://mcshea.leadpages.net/facebook-video-lead-thief/>

Kate didn't use this because they went to a paid webinar model



Frank Kern:

<https://davidavai.leadpages.net/videotutorial/>

Metrics were not shared

Day 1:

VIDEO 1



The Purpose

- Make them feel familiar to you - this makes them more receptive to your message
- Reassure their decision to attend and re-sell them on attending your webinar
- WWW framework
- (What, Why, Why, When)

The Purpose

- "Here's **WHAT** to expect on the upcoming webinar..."
- "Here's **WHY** it's important to you..."
- "Here's **WHY** it's different from other things you might have seen..."
- "Here's **WHEN** it is..."

The “What”

- What you're going to cover. "Hey everybody, this is Michael Murphy and I just want to thank you again for registering for our upcoming webinar. You know this webinar is all about X so you can Y. In this webinar, I'm going to show you exactly how I did X in Y."
- Identify who it's for using the "So if you" language. "So if you want to X without Y, this is for you. And if you want to A and B in as little as C, then this is for you."
- Example: "So if you're concerned about being a high-pressure sales person, you're going to love this because..."
- **Do not make unsubstantiated claims here. "So if you want to make \$1,000 per minute with no list..."**

The First “Why” (different & important)

- Tell them why it's important to them NOW.
- Tell them why it's different than any other webinars they've attended.
- Set yourself apart from the crap that they're sick of.
- You can use 3rd party market data here too (a periodical or any statistics)
- Overcoming objections
- You can also cover some of the bullet points from the webinar registration page

The Second“Why” (Skepticism)

- We need to enter the conversation in the prospects mind.
- They will be naturally skeptical and jealously guarded with their time. Overcome this.
- They've wasted time on crappy webinars or sales experiences before - we need to EARN their most valuable asset (time).
- "So if you're concerned about..." (then address it)"
- I want to make sure that this is a match for what you're looking for and that I know your time is extremely valuable. If this sounds good to you, then attend the webinar - you're already registered for it. Be ready to take notes too!"
- Overcoming skepticism is INCREDIBLY important

The “When”

- Tell them when - A LOT
- But don't say it in the video - because you can never use the video again.
- Just write it in the email and place below the video
- "I have gone ahead and put the date and time in the email and underneath the video..."

Video 1 Examples



[EXAMPLE WORKSHEET & SCRIPT FOR VIDEO 1](#)



[BLANK WORKSHEET FOR VIDEO 1](#)



[EXAMPLE: CESAR - VIDEO 1](#)



[EXAMPLE: KATE - VIDEO 1](#)

Day 2:

VIDEO 2



The Purpose

- Your registrants are extremely skeptical and probably think you're full of crap.
- We need to provide results for them in advance.
- They need to know that solutions are easy and possible.
- It's all content - no selling at all. Like a "mini-lesson"

Video 2: Part I

- What is their primary area of concern or skepticism?
- What pointers can you give them to help with this? (don't bog them down - just give them some pointers that will help with the big problem).
- **Examples:** lack of confidence around sales, bad belief around sales, selling consulting is hard because it is expensive, selling is too difficult

Video 2: Part II

- Add the "So if you" language pattern to the areas of skepticism.
- "So if you're concerned that selling these services might be too difficult, then this webinar is really going to be helpful because I want to show you a way to _____"
- Or
- "So if you want a really simple way to _____ even though _____, then what you're going to discover in this webinar training is going to be particularly helpful.

Video 2: Part III

Share a story. What personal experience have you had where you felt the same way they did?

Video 2 Examples



[EXAMPLE WORKSHEET & SCRIPT FOR VIDEO 2](#)



[BLANK WORKSHEET FOR VIDEO 2](#)



[EXAMPLE: CESAR – VIDEO 2](#)



[EXAMPLE: KATE – VIDEO 2](#)



Email series...

THE INDOCTRINATION EMAILS

The Emails



INDOCTRINATION EMAILS

Questions? Comments? Praise?