



TWELVE MAVENS

# The Webinar Funnel System

Generating more leads and sales with your own content-rich webinar funnel

## Part 1 Vision

- Webinars provide: *quality* traffic, high conversions, opportunities for partnerships, quick product creation. (Even if it's a free product)
- Suggestion: start with a Q&A webinar answering questions you get asked and open it up to more Qs.
- Develop one "signature webinar" and keep tweaking it.
- Repeat that one webinar every two weeks (at least) \* DO NOT DO LOTS OF DIFFERENT WEBINARS. You will confuse your marketplace and your promotional partners.
- Do them live especially in the beginning to see what they respond to. Do use replays though.
- Most people focus too much on the presentation itself, but what you do before the webinar and after are the real key.
- Use a quality microphone.
- Preload your list with content and downloads like resource guides, checklists, cheat-sheets... that provide your audience with something of high value that gets them excited. Then invite them to the webinar that is partly designed based on the feedback you get from them after the initial content.

## Part 2 Attracting Your Ideal Audience

The real key to your success with webinars relies on your before the webinar strategies.

- Pre-load your invitation list
- Offer a good "lead magnet" like a free resource guide, a free checklist, a free cheat-sheet, a free report, a free video. For your lead magnet, ask yourself: "What does my ideal viewer want first?"
- Promote your resource guide for a week or two in emails and on social media.
- Figure out who has a large following that's made up of your ideal audience and ask them to promote it or even co-host it. Offer to be a host for them to give a webinar to your audience and promote them. Reciprocity.
- Use social media to get feedback from your subscribers about what things *they want* to learn in the webinar so you can make tweaks before the actual event that's customized to the areas your audience is indicating *they* have the most interest in.
- Give them teasers in the initial lead magnet about what they'll be able to learn more extensively about in the webinar.

- Guest blog on related websites leading readers to a landing page all about your webinar with your lead magnet being offered as bait.
- Consider having a timed pop up about your upcoming webinar on your main company website for visitors to know about it.
- Make it EASY to sign up to your webinar.
- Make it easy for people to SHARE your webinar.

### **Ideal Elements of a registration page**

- Have a great headline at the top: “3 Simple Ways To Increase Profit With SEO”.
- Use a countdown timer to the webinar start date / time.
- Image(s) of the host(s).
- **Bene fit** focussed bullet points. Not focussed on you / your credentials.
- Social sharing option buttons on the page (more important to have them on your “Thank You” page).
- Let people see other people’s comments at the bottom about how they are looking forward to it etc.
- Make sure your landing page is mobile responsive meaning it will look good on smart phones and tablets too.
- Split test your landing pages to see what gets more sign ups.

### **How to improve attendance / reduce no shows from registration to the actual start of your webinar**

- Email attendees a pdf handout that they’ll fill in during the webinar.
- Send email reminders 1) right away 2) 3 hours before the webinar 3) the “Starting now” email. (Your webinar service provider should offer all the email reminder automation)
- Have a compelling “Thank you” page. The typical canned GoToWebinar “Thank you” page is NOT compelling.
- Add a reminder for attendees to add it to their calendar in your “Thank You” page.
- Include a video that congratulates them on taking action.
- Encourage them to print out the “Thank You” page that shows the start date and time and recommend they post it where they can see it.
- Remind them to download the free resource you gave them.
- Encourage them to tweet, like, share it. Just make sure they are sharing the link to the opt in page, not that thank you page.

### **Part 3 Engage (During your Webinar)**

- Remind them about their handouts again.
- Have an easy link they can go to to get it again.

Use the “Easy EFFORT Formula”

**Excited:** Sound enthusiastic about why you are excited to teach the material in your short 1-2 minute introduction. For example: “In my 23 years as a \_\_\_ it’s never been a better time to / easier to \_\_\_. Many of our clients have been able to \_\_\_ because of the information I’m about to share with you in this webinar.”

**Frustrations**- share the typical frustrations that your ideal audience is currently facing. Share your story / your best client's story. For example, express how you understand how difficult / frustrating it is to \_\_\_\_.

**Formula**- your formula (the bulk of your webinar) For example: "7 Secrets to \_\_\_\_" Your formula being the framework of those 7 steps.

**Obstacles and objections** - the ones that your ideal audience is likely to have. Imagine your prospects saying "yeah but..." This is where you eliminate the "yeah but". **Reveal** your solution to their problem. Explain how you make it easier for them than if they tried to figure it all out on their own.

**Take action**- This is when you tell them where to go and what to do next. Get them to click a button, go to a sales page, a scheduling page etc.

One element should smoothly lead into the next.

They've found that the attendance during a webinar remains higher when they showed their PowerPoints with the thumbnails on the left rather than a clean full screen.

Use a link that's easy to hear and spell.

Put the link for them to go to in your webinar's chat box.

Tell them exactly what button to click on.

There should be nothing else for them to do or see on the sales page / appointment scheduling page that you take them to after your webinar other than for them to buy / apply / get the free consultation / order / schedule / register.

Offer a 'webinar only' bonus that goes away soon.

Ways to increase sales conversions:

Make sure your offer at the end is loaded with clear benefits.

Consider offering a guarantee.

Create a sense of urgency of why they should do it now.

Have extra bonuses exclusively for people who watched it live (but edit it out for the people who watch your recorded version).

#### **Part 4 Scoop More Customers**

The majority of people on your webinar will likely NOT purchase, so you must have a smart post-webinar strategy to scoop 1) the people who registered but didn't show up to attend 2) the people who showed up but didn't stay to the end and still haven't even seen your amazing offer yet 3) Attendees who saw everything but still haven't taken action yet 4) People who found out about the webinar too late and missed it.

\*Market to these segments differently. If they never saw it, send them a full replay. If they saw it but chose not to buy yet, send them a brief recap and second chance to buy / schedule etc.

After you have done the webinar live, you can then upload it to sites like YouTube, Vimeo and Wistia that you can then get embed code from and put into a custom made replay page.

## **Part 5 Leverage**

The more you repeat this entire webinar process the better it will become.

- \* Survey your email list for topic ideas and use social media. Find out what they want to learn more about and what would be helpful to them.
- \* Ask your colleagues to promote your webinar to their lists.
- \* Split test your registration pages so you can pick the highest converting version.
- \* Instead of calling your replay video a replay, make it an “On Demand Video” or “Video Training” and your conversions will increase.
- \* Repurpose your recorded webinar. Convert it into smaller video segments and / or audio segments that could make up a podcast, get it transcribed and use parts as blog posts. Add in a call to action at the end of each segment. Take the best golden nuggets and make them social media posts and updates. You can email video segments as part of your automated follow up sequence. Upload your slide deck to slideshare.net and get additional traffic.  
(This is stuff you could have a virtual assistant help do for you)

### **Suggested Tools for giving your webinar:**

GoToWebinar.com

Mic or headset (Blue Yeti)

Internet Connection - wired is preferred

PowerPoint or Keynote

Camtasia or ScreenFlow (optional for higher quality recording of your screen)

Leadpages.net for premade templates