

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 29** and we are coming to the end of our time together. So today I want to give you one last BIG traffic strategy. And when I say BIG I mean BIG because this takes two BIG strategies and marries them into ONE.

What are these strategies?

Webinars + Affiliate Program!

Let me explain this...

When you have an affiliate program you can get other people to promote your product or service for you and use the traffic **THEY** generate.

When you have a webinar to sell your product you have a sales tactic for selling that is **PROVEN** to work **IF** you have a good webinar presentation.

So, there are a few things you're going to need to even be able to use this tactic.

- 1.** A product or service that is **AT LEAST** \$100. It's hard to get affiliates to promote a webinar if they aren't getting paid well. If you give 50% commissions on a \$100 they're making at least around \$50 per sale.
- 2.** An affiliate program. This is super easy to have nowadays. You can use a simple WordPress plugin to create your own affiliate program, there are a ton of different 3rd party services, and of course the easiest way is to use an affiliate market place like WarriorPlus, JVZoo, or ClickBank. I prefer this way because they handle your payments, affiliate tracking, and a lot of automation like automatically adding people to your list.
- 3.** A webinar that you have created that you can present that works well to get people to buy.

Once you have all of this, you can basically go on “*virtual tour*” and do your webinars in front of the audiences of as many people as possible. Imagine the traffic you can drive doing something like this?

Is it a lot of work? **Yes!** If you decide to go this route, then I would highly recommend that this be the **ONE** big strategy you focus on.

So, let’s look at the steps it would take to pull this off...

Step 1: A Good Product

Now this coaching program isn’t about product creation, so we won’t be getting into that, but you need to have a good solid product. And as I said, it needs to be priced at least \$100 (*more if you’re not giving 50% commissions*) so affiliates want to actually promote your webinar selling it.

Step 2: Create Your Webinar

Creating a webinar is a very strategic process. Start by creating an outline following a proven format (*Google webinar formats*), design your presentation, practice it at least one time a day for a few weeks using a webinar platform like Zoom, GoToWebinar, etc. until you’re ready to present it live to other people’s audiences.

Step 3: Affiliate Program Creation And Promotion

As I said above there are a lot of options for affiliate programs, but the easiest way is to use an affiliate marketplace like WarriorPlus, JVZoo, or ClickBank.

Once you have an affiliate program you then need to develop promotional materials for affiliates so they can promote your webinar when you schedule it with them.

I recommend creating a page that details your webinar, why they need to promote it, how to schedule a webinar with you, how they can get their affiliate link, and also tools they can use to promote your webinar.

Step 4: Recruit Affiliates

Start by making a list of potential affiliates (*influencers, bloggers, fellow coaches*) and then send personalized outreach emails explaining the benefits of promoting your webinar. Give them the link to the page you created in **Step 3**.

As affiliates agree to promote your webinar, work with them to schedule the webinar and give them everything they need and everything they need to know to promote your webinar.

Things like...

- ⇒ Explain what you use to conduct your webinars and what they will need to do and have to participate.
- ⇒ How to use their affiliate link to promote the webinar.
- ⇒ Direct them to the tools they can use to promote your webinar.
- ⇒ And anything else you might need to inform them about or equip them with.

This is a very important step and you need to make sure you have this completely planned out.

Step 5: Host Your Webinars

When the date and time comes conduct your webinar. Ensure that you're ready and everything is working correctly. Make sure you record it because you can use that recording in the next step.

Step 6: Post-Webinar Strategy

After your webinar make sure and send the replay link to those who registered but didn't attend to get more people seeing your webinar and buying the offer. You can also do other things to get people attending like offer bonuses or other incentives.

After your webinar you also need to gather feedback from attendees. Email them and ask them what they did and didn't like. If there is something you left out or questions they have that didn't get answered.

Step 7: Evaluate AND Optimize

The week after an individual webinar you should analyze the conversion rates from the webinar, review feedback from attendees, assess the performance of affiliates, and improve for future webinars.

The first few webinars will be the hardest, but after a few of them you will get more comfortable and your webinars will get better and better. Especially if you use feedback and stats to improve upon your webinar.

Step 8: Rinse And Repeat

You're going on "*virtual tour*" here. This is like you being a rockstar and traveling the world with your presentation. It doesn't stop with just one webinar. So, make sure that you're constantly trying to attract affiliates and get them scheduled to do webinars with you. Each webinar you do is like creating a source of traffic and you want as many as you can get!

Remember, this is a continuous process. With each webinar, you'll learn more about your audience's needs, the effectiveness of your affiliates, and how to improve your coaching program's promotion. The key is to stay engaged, adaptable, and open to feedback.

Okay... That's a wrap for Day 29! Tomorrow we are going to wrap this all up and I'll be sending you out into the wild to go drive all the traffic you possibly can!

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz