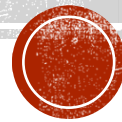


EVERGREEN SALES USING LIVE WEBINAR TRAININGS

Best of You Business



WEBINARS OVERVIEW

- Also called “Live Trainings” or “Masterclasses”
- Pros:
 - The highest form of warming potential clients up
 - Spend uninterrupted time with you = faster trust-building
 - Positions you as an expert authority since you’re teaching
- Cons:
 - Usually less opt-ins than faster consumables (high consumption time/energy)
 - Usually only 25% come to the training live (highest conversions)
 - Have to learn to be engaging! Retention is a skill!



WEBINARS NUTS + BOLTS

- Software options:
 - GoToWebinar (cost), Zoom (video), WebinarJam/Everwebinar (technology issues at times), Easy Webinar
- Type of lead magnet – so capturing email, need a landing page
- Usually 45-90 minutes:
 - Teach for 40-45 and sell for 15-20 mins
- Tips for getting your energy up:
 - Practice! You'll get better, but you need to do the first one!
 - Stand up
 - Use fluctuations in tone, volume and pace
 - Treat it as if the audience is in front of you – energy, animation, movement, etc.



WEBINARS: GENERAL OUTLINE FOR SALES

VALUE CONTENT

- “Stay on to the end because I have some exclusive bonuses, etc etc.”
- Intro: who you are and why you are credible
 - Your story
- What is the problem we're addressing?
- What's one thing to stop doing?
- What's one thing to start doing?
- What's a single tool that will help – break this down in-depth
 - Take from your product/service up-sell
- Talk about your program contextually throughout
- Use 1-2 case studies throughout



WEBINARS: GENERAL OUTLINE FOR SALES

SALES CONTENT

- Segue into the sale:
 - “Now you have two choices ...”
- Share in-depth the content in the program
- Break down curriculum module by module, don't rush!
- Share expected outcomes
- Share any urgency and scarcity prompts, deadlines, etc.
- BONUSES:
 - Bonuses for those on live?
 - Bonuses for early action-takers?
 - Expiring bonuses?



WEBINAR EVERGREEN STRATEGY

1) Create a "Signature" webinar

- Ask:
 - What is timely right now?
 - What is a must-have prompt? Get specific:
 - “How to X without Y so that you can Z”
 - What are people talking about?
 - What is a clear pain point?
- Perform this live once a week? A month?
- Automate?



WEBINAR EVERGREEN STRATEGY

OR, 2) Change up topics monthly:

- Ask:
 - What is timely right now?
 - What are people talking about?
 - What is curiosity-piquing?
 - What is a buzz word?
- Perform this live once a month



WEBINAR EVERGREEN STRATEGY

Post-webinar:

- Send out recording that is housed on a sales page for the up-sell
- Promise the streamed download for 72 hours, after which it will be archived in the membership/program
 - Follow-up via email for 72 hours
- Goal: a handful of sales to dozens of sales each week/month



MISCELLANEOUS

- How often should you do this?
- What other calls to action should you have?
- Landing page and Thank You page requirements?
- What does automation look like?
- Should you run FB/IG ads to this?

