THE AUTOMATED WEBINAR PLAYBOOK

A comprehensive guide to creating kickass webinars that convert

BY JASON DROHN

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A NOTE FROM THE AUTHOR

Everything in your business should be simple.

If a new prospect is asked to jump through hoops before they purchase, it's going to hurt your sales and leads. If a process can be shortened from four steps to two steps, then shorten it.

After marketing for over ten years, I've learned that the simple things are always the ones that make the most money.

If a process is convoluted and has tons of unnecessary steps, it'll bomb.

So, make sure that you're putting together processes in your business that are easy – simplistic even.

That's how this book will be organized: Simply. Step-by-step. Lots of short chapters rather than a few long ones. It's done that way for a reason.

I've taught this stuff tons of times, in many different ways. The format that's seemed to work best is to present the material in short, easy-to-digest chunks. That's why this book has a lot of short chapters rather than a few longer ones.

With that, let's get started.

- Jason Drohn,
DoneForYou.com

INTRO TO THE SALES FUNNEL

Over the past decade, sales funnels have gotten a lot more complex thanks to the technology and software we use to deliver targeted, customized messaging. But the overall sales process is similar to what it always has been.

01

In this section, I'll walk you through our sales funnel process, including all the technology we use, plus how to set up funnels for:

- Affiliate marketing, including landing pages and email autoresponders sequences
- High ticket product and service sales ($1,000 and up)
- Low ticket product sales, both digital products and physical products (under $1,000)

02

We'll also look at situational sales funnels, where your prospects go through something specific to the action they are currently taking, including:

- Asking for the sale after opt-in
- Getting the sale after a webinar signup

03

Plus, we'll talk about advertising success, what that looks like, and what you should be doing next.

Now, what you'll learn in the following pages took me over a decade to figure out, on my own.

INTRO TO THE SALES FUNNEL (CONT)

I've been selling my own stuff for most of those years and have been working with clients for several years, in every niche you can think of... Photography. Survival. Health & Fitness. Business Development. Dog training. Real Estate. Coaching. Public Speaking. Industrial Manufacturing. Self Help. And many others.

What you will discover in this section is what's worked for us... These are the funnels we always start with. The metric we look for is simple: **We want to double our advertising expense.** That's when we know we have a winner on our hands.

So, if we spend $1 on advertising, we want to make $2. If we spend $1,000 on advertising, we want to make $2,000. And..

If we spend $100,000 on advertising, we want to make $200,000!

continued...

INTRO TO THE SALES FUNNEL (CONT)

There are four simple sales funnels that we use depending on what we're selling. And really, the product doesn't matter as much as the price. The price dictates the sales method, which can either be high-touch or low-touch:

- If you want to sell a higher-priced item - like $5,000 coaching or a $10,000 event - the sales process is '**high touch**.' There needs to be a higher level of customer interaction to get that sale. The sales process is automated. The pitch is delivered one-on-one.

- If you are looking to sell a $97 product, the sales process is '**low touch**.' In our world, low touch means 100% automated.

The most important thing is that the product or service is high value. It needs to solve a real problem in your customer's life.

It doesn't matter how good the funnel is if the product is shit. All you're going to get is refund after refund, no matter how much money you make on the front end.

Before we get into sales funnels though, we need to talk about something even more important, "Quickest Path To Cash."

THE QUICKEST PATH TO CASH

Do you want to make a lot of money online? Selling your own products and services? Amidst all of the shiny objects and wiz-bang product launches?

The answer - Quickest Path To Cash.

One of my college professors taught this way of thinking to me and I use it everyday in my business. The basic idea is this:

- We as entrepreneurs have LOTS of ideas.
- There is always something new and flashy hanging out in our peripheral vision...
- Shiny object syndrome? Yep, that's what I'm talking about here.
- And since the Internet makes it so easy to start a new project or go off on a different tangent, we spend our lives not making ANY money from the PREVIOUS idea.

Always think: "What Can I Do Right Now That Will Get Me Paid Fastest?"

continued...

THE QUICKEST PATH TO CASH (CONT)

Sometimes, the answer isn't necessarily fun or fast:

- It's that book that's 80% done.
- It's that product that's already done and just needs an order form added to it.

Now, this isn't sexy. It's not push-button riches. That's not how you make money online and sustain it.

You make money by offering something for sale, whether it's a product or service that you own, or something that you sell and can be paid a commission.

Plain and simple.

What are some of your Quickest Paths to Cash?

NEXT UP

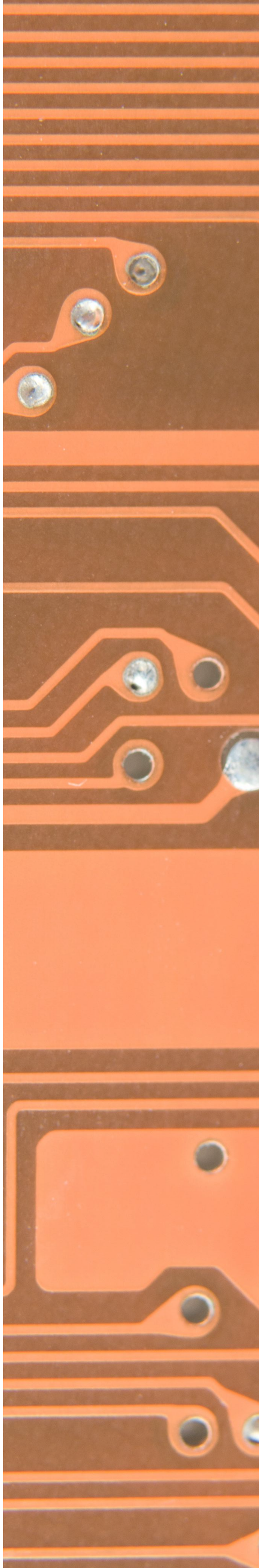
The primary purpose of the next section is to teach you how to use strategy sessions to sell your high-ticket services and products, such as:

- Coaching
- Consulting
- Therapy and counseling
- Done-for-you services
- Courses
- Masterminds
- Seminars, workshops, boot camps, retreats, etc.

In short, nearly any high-ticket offer can be sold via the strategy session model. Most of the examples above fall into the information marketing industry.

Think about a totally different field, like law. Many attorneys will meet with a potential client for free to discuss whether the person has a case worth pursuing. That is the strategy session model, just usually done in person rather than via a call.

We will often use coaching as an example in this report, but just keep in mind that strategy sessions have much broader uses.



THE LEGENDARY SALES FUNNEL

How to leverage strategy sessions to close the deal

Automated webinars combined with the right webinar marketing consistently outperform traditional sales videos or sales letters.... Or at least they should when you do them right!

And that's what makes them Legendary.

There are four reasons why webinars consistently outperform sales videos online:

- ***Your webinar is an event***. Scheduling a webinar to start at 3PM EST or 6PM PST forces folks to carve out time and schedule it in their calendars. If they miss it, they also lose out on the chance to ask questions! Increasingly, we use on-demand or timed events though to encourage attendance!
- ***You naturally increase likability.*** Being that webinars are often imperfect, you show off your human side. Since webinars are initially live, there is a certain amount of content that is unscripted!
- ***You'll deliver valuable content through your presentation and by answering questions.*** By sharing your processes, beliefs, or systems, you are helping solve real problems in your attendees lives.
- ***By the time you get to your pitch, you have a captive audience!*** It's true that not everyone will stay for your pitch. But those who do are there because they want to be!

continued...

THE LEGENDARY SALES FUNNEL (CONT)

How to leverage strategy sessions to close the deal

Make Note!

After writing and doing hundreds of live and automated webinars, both for our stuff and for clients, I've found that the hardest part of the process isn't the content or the offer... *It's figuring out what the right Call To Action, or CTA, will be for your webinar.*

The more seamless the transition, the better your overall conversion will be.

I've written previously about the things you can do to really supercharge your sales through automated webinars, including bonuses, downloads and increasing engagement from your attendees... Those will help you add a few extra sales.

But the true hallmark of a solid webinar is *linking up the good, educational content to the right offer, and then presenting a call-to-action type that'll trigger the most buyer response.*

WHEN TO USE AN AUTOMATED WEBINAR

Before you decide that spending time writing a webinar (or having us get it done for you), it's important to understand what automated webinars can do for you and your business...By hosting a webinar, you're:

- **Educating** your audience, whether that's showing them something that's working, relating part of your experience to their situation, or delivering valuable tips on something that you're both interested in.
- **Bonding** with your audience because they're able to see your screen, hear your voice, ask questions, and sometimes get a glimpse of you through your camera (and webinar software!)
- **Engaging** with your audience more intimately, outside of videos, audio, podcasts, blog posts and all the other one-sided media channels.

The goal, ultimately, is to move as much of your audience as possible into a product or a service that you offer, by presenting it at the end, thus turning the Legendary Funnel into your Automated Cash Machine Funnel.

continued...

WHEN TO USE AN AUTOMATED WEBINAR (CONT)

Typically, it doesn't make sense to sell something below $1000 on a webinar. For the hour and a half that you spend presenting and the hours you spend promoting, oftentimes you're better served to just send the same traffic to a Sales Video Funnel or Multi-Video Launch Funnel.

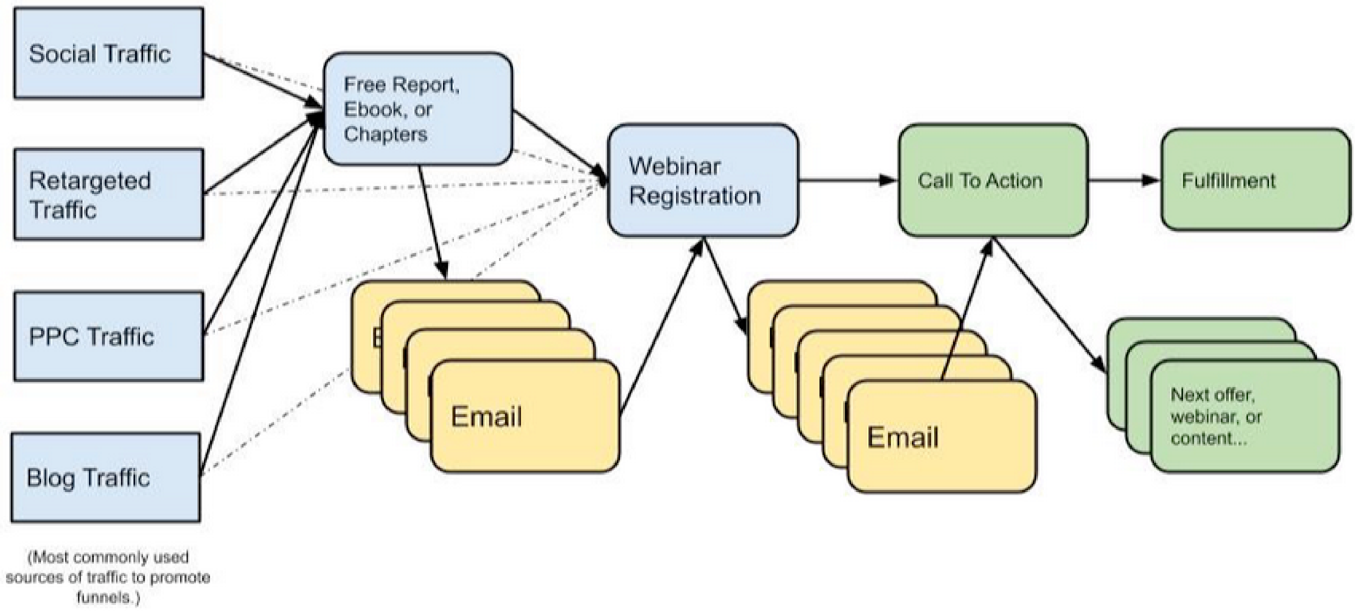
And pricing and complexity is where the Legendary Funnel and the Automated Cash Machine funnel can split.

The Legendary Funnel caters to highly complex offers, such as:

- A digital, home study course that offers group coaching, individual coaching, or is for a specialized target marketing
- A customizable service like an open ended coaching program or consulting engagement that needs to be personalized to sell at the higher tickets
- A service that involves complex quoting procedures or more customer management, like manufacturing or enterprise software platforms
- Anything that is higher touch and higher price

In all of those cases, you're going to use "Book A Strategy Session" as your call to action!

THE ARCHITECTURE OF AN AUTOMATED WEBINAR



The Architecture of an Automated Webinar typically consists of the following series of events:

- Generate traffic from various sources
- Point traffic to Lead Magnet
- Automated email sequence follow-up
- Webinar Registration
- Automated email sequence follow-up
- Call to Action (strategy session signup)
- Fulfillment or next offer

THE LEGENDARY SALES FUNNEL CHECKLIST

SALES COPY

- Webinar Presentation (video)
- Lead Magnet

CORE PAGES

- Lead Magnet Lander
- Lead Magnet Confirmation
- Webinar Registration Page
- Webinar Room Page
- Webinar Replay Page
- Strategy Session Scheduling Page

EMAIL COPY

- Lead Magnet Fulfillment
- Webinar Promo Sequence
- Webinar Replay Sequence
- Strategy Session Promo Sequence

NOTES

TIPS FOR MAXIMIZING CONVERSION

Automated webinars are incredible sales tools when you know how to use them effectively. There was a time when we had a webinar that was going like gangbusters. We used affiliates to promote the live webinar, as many people who do webinar marketing do...

Ultimately, we ran this webinar so many times that my fiance at the time started calling herself a “Webinar Widow,” because every night, around 9 PM eastern, three to four nights a week, I was running this live webinar.

Unfortunately, automated webinars weren’t really out yet. The systems that were created didn't work very well. They didn't feel like webinars. They just felt like videos playing on a page. And, more than anything, the conversion kind of sucked on them.

So, during that time, I figured that we’d just run them live.

Now, though, there are better options with much more mainstream automated webinar technology. Automated sales funnels with webinars in them have made massive impacts on our clients and in our business.

THE FRAMEWORK OF A SUCCESSFUL WEBINAR

The automated webinar is great for generating leads, bonding with that audience through content, and ultimately converting them into buyers. The framework of a successful webinar is as follows:

- The call to action should drop around 45 minutes after the webinar starts.
- There's a very brief intro section - ten minutes.
- Then, you move into some questions to get the audience thinking and engaged.
- Then, you move into content - 20 or 30 minutes is usual.
- Then, you get to the call to action... The thing you want to sell.

NOTES

CHOOSING A CALL TO ACTION THAT CONVERTS

So many of our clients sell high ticket products and services–whether it's a mastermind, consulting package, coaching package, service, or digital product. Most of the time, the offers are above $2,000.

There is only one call to action that makes sense and gets conversions at those price points: **Inviting attendees to schedule a Strategy Session call or Discovery call with you or your team.**

That strategy session is the sales call. It can be a consultative sales call, a demo, or an action plan call. That strategy session is designed to get the potential client on the phone and talking. You discuss how your product/service could potentially improve their life or their business, and if the fit makes sense, then you make the offer.

That's really one of the biggest kinds of challenges we've seen with a lot of potential clients who call us and say, "Well, I'm trying to do this on a webinar. It's just not working."... Well, your call to action might be wrong.

Read more at the end of this workbook about Strategy Sessions.

WEBINARS FOR HIGH TICKET SALES

By now you can probably guess that our number one recommendation for selling online is to put together a webinar for your product or service.

Here are some of the main benefits of running a sales webinar:

01 They're simple to put on if you have a traffic source

02 Webinars are forgiving, in that you can screw them up and STILL make sales!

03 You can price products from $97 to $25,000 and sell a LOT (the higher the price, the higher-touch the sales process is)

The biggest reason we like them is you can test out different sales angles and see how they work!

- If you think one hook will work, test it out! If it does, awesome! You know you just connected with your market.
- If it doesn't, rework it and try again!

continued...

WEBINARS FOR HIGH TICKET SALES (CONT)

The main benefits of having a webinar is much more apparent after you run one:

- You see, a normal Video Sales Letter (an ad, a video within an email or blog, etc.) will convert about 1% of the people who watch it... Occasionally, it's a little bit higher.
- A good webinar? That will convert anywhere between 6% and 51% of the folks on the call!
- We've done webinars where we sell a $97 product, and we've converted 51% of the webinar attendees.
- We've sold stuff for $2000 and converted 6% of the attendees.

I can tell you, after running hundreds upon hundreds of webinars, there is no better sales medium!

BENEFITS BEYOND THE SALES

Webinars are a great lead generation tool. Every person that registers for your webinar can then be added to your email list.

Webinars are perfect for bonding and nurturing prospects and allowing them to see and connect with you!

In this sense, webinars truly are a triple threat:

- Sell more of your product or service
- Build your email list
- Connect with your audience

WEBINAR TOOLS: WHAT YOU'LL NEED TO MAKE THE SALE

Webinars are a remarkably powerful way to sell your products or services. No matter what niche you're in, live or automated webinars are a game-changing marketing method that can increase your sales fast. But you need the right webinar tools to make it happen.

The *reason why webinars work so well for sales* is because they provide a platform to earn trust before you make the ask. On a live webinar, you get to interact with and educate your target audience which, in turn, makes selling to them easier.

You don't need to do live webinars only; you can also post them as "evergreen," which means that you can run the same webinar over and over again on autopilot.

But beyond getting face to face with potential customers, there are several pieces of equipment and software required to host a sales webinar.

The following pages include some of the tools that we recommend in order to maximize conversion.

continued...

WEBINAR TOOLS (CONT)

MICROPHONE

There are many quality options to choose from at a reasonable price. Two microphones that work well for webinars are the Blue Snowball and the Blue Yeti.

Blue Snowball


Blue Yeti

CAMERA


Logitech HD Pro

You can use any high-definition camera, including the one built into your laptop, but we recommend the Logitech HD Pro Webcam C920.

continued...

WEBINAR TOOLS (CONT)

LIGHTING

Webinar lighting is probably more important than the camera itself. To look your best, you need soft, directional lighting.

For a single-presenter webinar, one light on a stand next to the camera will do the trick.

For a more professional result, you will need at least two soft boxes on the presenter that will eliminate shadows.

A lighting kit that we recommend is the Fovitec StudioPRO – 3x 20″x28″ Softbox.

Fovitec StudioPRO

continued...

WEBINAR TOOLS (CONT)

WEBINAR SOFTWARE

You will need appropriate software to run, record and replay your live or evergreen webinar. Use any of the following webinar programs, after you compare their features to find what works best for you:

- Webinar Jam / EverWebinar
- Easy Webinar
- Webinar Ninja
- Go To Webinar
- Zoom
- Google Hangouts
- Crowdcast.io

EMAIL MARKETING SOFTWARE

Webinars are great list building tools and you can follow up with the list long after the webinar is over. To do that efficiently, you'll want to use email marketing software.

Whether your attendees buy on the webinar or decide to skip your offer, you still have an opportunity to retarget them through email marketing later on. Our top email marketing choices are:

- MailChimp
- Aweber
- Get Response
- Active Campaign
- MailerLite
- Convert Kit

continued...

WEBINAR TOOLS (CONT)

WEBINAR EMAIL SEQUENCES

Once you've chosen a way to contact your attendees, you then need to carefully craft your messaging to them.

To build the best email sequences for your webinar we recommend you use Scriptly's proven email autoresponder sequences. This software generates a sequence of emails for you to copy and paste into your autoresponder, for whatever webinar promotion you're looking to run!

With the webinar templates and the easy-to-use wizard, you can create all of your webinar emails in minutes. In Scriptly, you get at least 5 different pre-written email sequences:

- Pre-webinar emails
- Post-webinar emails
- Evergreen webinar promo
- Evergreen webinar replay
- Webinar replay sequence

Simply create an account, choose which type of webinar autoresponder sequence you're looking to create, start the wizard and it takes care of the rest!

continued...

WEBINAR TOOLS (CONT)

TWO LAPTOPS (OPTIONAL)

To host your live webinar, you may want to use two separate laptops. The purpose of this would be to use one for sharing your presentation slides to your audience, and one for keeping an eye on the live chat and for following the webinar presentation script.

It may instead be beneficial to invite another person to act as your “moderator” and field questions while you present your information.

PRESENTATION SOFTWARE

For an effective sales webinar, you will need to have prepared a presentation using Keynote, PowerPoint or Google Slides.

You can use a slideshow presentation only, or a combination of webinar styles, like slideshow presentation, face-to-face presentation or screencast to demonstrate programs or certain tasks.

THE SALES PRESENTATION

To create a slideshow presentation in an effective way, we highly recommend Scriptly’s webinar wizard.

Using Scriptly’s webinar wizard, your next sales webinar will only take minutes to create. With Scriptly, you don’t need to know how to write a sales script for a webinar. You don’t even need to create the slides of your presentation. Scriptly creates the optimal structure and copy for your sales webinar.

continued...

WEBINAR TOOLS (CONT)

SELL ON YOUR NEXT WEBINAR

Are you ready to host your next live webinar and make sales?

With the webinar tools outlined here above, you'll be ready to sell on a live or evergreen webinar faster than you've ever thought possible.

Just set up each tool and follow the instructions. Your next sales webinar is only a few clicks away.

WEBINAR TOOLS CHECKLIST

- Microphone
- Camera
- Lighting
- Webinar Software
- Email Marketing Software
- Webinar Email Sequences
- Presentation Logistics (two laptops)
- Presentation Software
- Sales Presentation

NOTES

THE REPLAY VIDEO

The replay video, or a recording of your live webinar, is one of your most powerful assets. You can send the link out, after the live event, to everybody who signed up for the webinar. Additionally, the people who did not attend can watch it, and you can use it again in the automated webinar provider of your choice.

If you choose one of our recommended webinar softwares, your software will allow you to record your live webinar. The video recording itself may not need much editing, except for an extreme beginning or end (long pause before starting or ending). Once you have the file, you can upload it to YouTube or Amazon S3 for easy access. Also, I catalog all of my recordings so that I have a lot of content to make automated webinars from down the road.

After you upload the recording to the server, embed the video on a webpage somewhere. It doesn't need to be fancy—it just needs to play—either on your product site or your blog.

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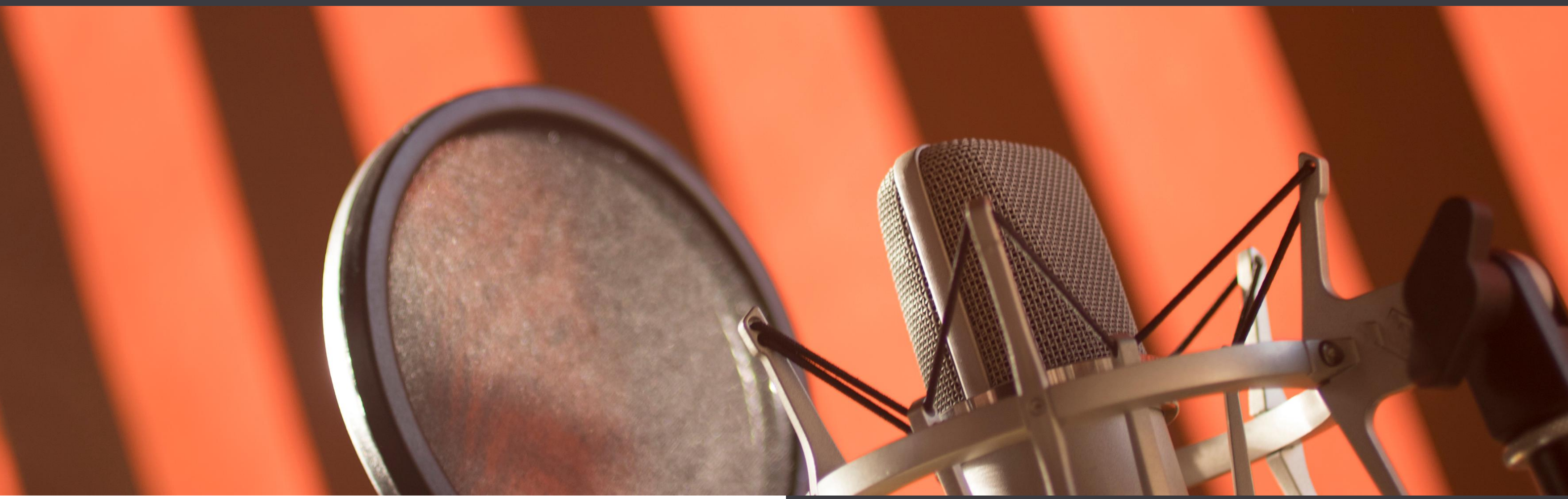

THE REPLAY VIDEO (CONT)

Not everyone who signs up for a webinar is going to be able to make it. It's a lot worse than it used to be. Roughly 50% of signups will actually attend. Of those, only about 30% of signups will stay on through the end of the webinar. Of the people who stay to the end, only a certain percentage will end up buying:

01 If it is a $97 product, about 30% of them are going to buy,

02 if it is a $197 product, about 15% are going to buy, and

03 if it's a $497 product, about 4% are going to buy.

So, if you're promoting a $97 product, roughly 900 people won't have bought; 700 people won't even know what the product is; and 500 people didn't see your presentation at all.

With that understanding, let's look at how you send out your post-webinar emails to reach some of these people.

THE AUTOMATED POST-WEBINAR EMAIL SERIES

Webinars are one of the easiest ways to build responsive email lists. The majority of people don't buy, and half don't attend, which means you have to email them with the replay link, so that they can watch the replay on their own time.

Use the contact list you generated for your webinar and import it into one of our recommended email marketing providers. Then, write up five emails that are going to go out in this specific sequence:

DAY ZERO: LINK TO THE REPLAY

> "Thanks so much for signing up for last night's webinar. For those of you who couldn't make it, no problem. We totally understand. Here's a link to the replay, so you can enjoy it whenever you want. So many people were asking us, before it was even over, if a replay would be available, because the content was that good..."

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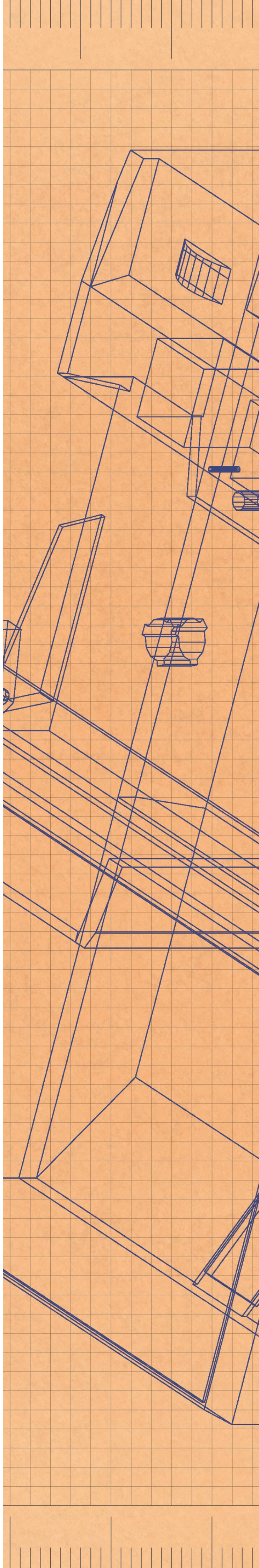

THE AUTOMATED POST-WEBINAR EMAIL SERIES (CONT)

DAY ONE: LINK TO THE REPLAY AGAIN

“Did you miss yesterday's link? Or maybe you just wanted to take some extra notes? Here’s a link to the replay from a few days ago. It’s coming down in 72 hours, though. Just so you know–it's a beast on our servers.”

DAY TWO: LINK TO THE REPLAY AND LINK TO THE ORDER FORM

“If you're reading this, you haven’t bought yet. We really wanted to make sure you saw the video; we wanted to make sure you saw the product; so, here's the link to the webinar replay and here’s the link to the product. We assume you’ve already watched the video, so I didn’t want to make you go re-watch the video in order to get the link to the shopping cart.”

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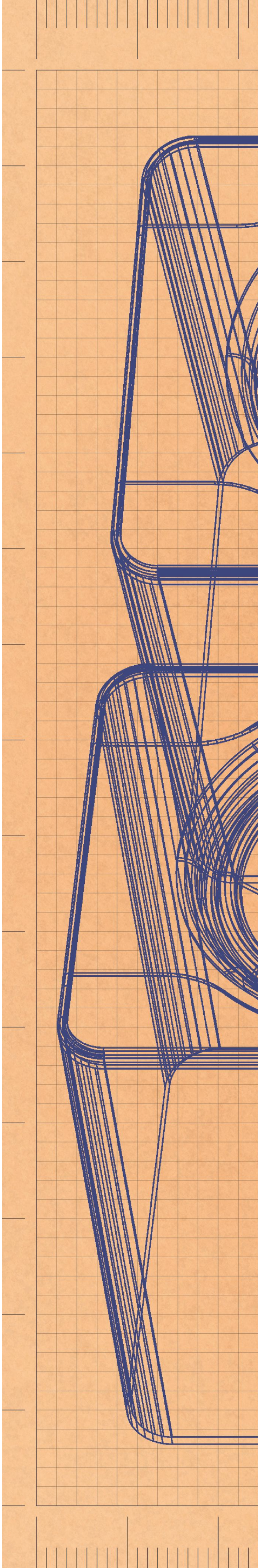
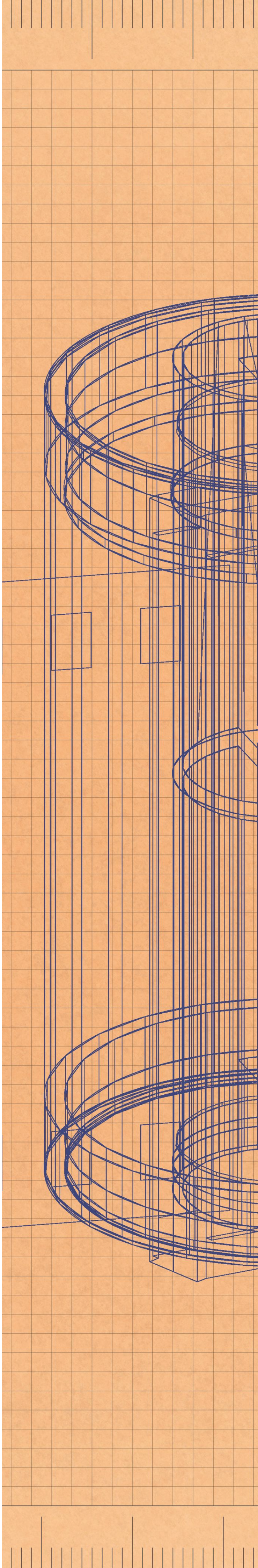


THE AUTOMATED POST-WEBINAR EMAIL SERIES (CONT)



DAY THREE: LINK TO THE REPLAY AND LINK TO THE ORDER FORM AGAIN

“Tomorrow is the last day. Make sure you grab your bonuses... Bonuses are expiring... You are covered by the guarantee... If you want to take action, you only have a little bit longer to do it... Here’s a link to the replay. Here is a link to the product.”

DAY FOUR: LINK TO THE ORDER FORM

“Last chance for the bonuses... We’re pulling the replay... This is the last time you’ll be able to take notes... Here's a link to the product order form.”

If they don't purchase within five days, then they are probably not going to, at least not in this particular sequence.

continued...

WHAT TO DO ABOUT PEOPLE WHO STILL DON'T BITE

So, what now? You had a webinar and you tried to get them to purchase something on the webinar. You sent them five days worth of emails, and you continually prodded them to purchase your product. After those five days of emails, what happens? What do you do?

Sometimes, affiliates like to put this whole sequence in their autoresponder, so they continue to send traffic to this webinar. People are going to come back to the webinar for the training. You may get some sales to trickle in, but that's definitely not a sure thing.

Another option is to do a trial offer:

> "On the webinar, the price was $97. Since you haven't bought yet, price may be an issue, and that's totally understandable. So, what we're going to do is offer a trial for $4.95, and then in 14 days, we're going to rebill the rest. So, there will be an additional payment of $97, but you're going to be able to test out the product for 14 days before you have to actually pay."

Pro Tip: Make sure they pay more on the trial than if they had taken the initial offer. You don't want people to feel slighted, like all of a sudden, you are offering a discount, if they are perhaps still on that email list. Don't give them the bonuses, if any were offered. You don't want to make it more advantageous for them to purchase on a trial when you just had a five-day scarcity window.

continued...

WHAT TO DO ABOUT PEOPLE WHO STILL DON'T BITE (CONT)

The next option is to send out the next offer in your pipeline. That's the beauty of webinars: sure, you can make some money up front, but they really help to build a good list.

After your five-day replay sequence, and if you decided to put a trial offer in for a couple days, then send the next affiliate offer in your product lineup. Do another webinar for another product and repeat the entire sequence again.

Typically, if people signed up for one webinar, they are going to sign up for more. Webinar-goers are repetitive—they like webinars. Look around for other webinars that are converting in your market, and then ask to be an affiliate of those, and point traffic to them.

NOTES

continued...

HOW TO CREATE A LANDING PAGE THAT CONVERTS

Known as the “squeeze page,” “lead capture page,” or sometimes even the “opt-in page,” as an email marketer, your landing page is the epicenter of your entire business. The point of a landing page is to convert a visitor into a lead for your business. Single-handedly, your landing pages predict your success or failure when it comes to sales and conversion.

If you're looking for how to create a landing page that converts, you've got a lot more options than were available even a few years ago. And the good news? They're all pretty easy to roll out.

DO YOU NEED A LANDING PAGE?

Now, you may be asking yourself, "Do I really need a landing page? I've got an opt-in box in my sidebar - that should be enough..."

Collecting leads in the sidebar of your website or at the bottom of your post is effective, but it’s going to be hard to build a huge list that way unless you have hundreds of thousands of visitors a month.

When you put your lead opt-in box in your sidebar, it’s easy to miss. A reader will check out your content and unless they really want to hear from you again, they’ll probably just leave. That means that your ‘conversion’ rates are going to be really low.

UNDERSTANDING CONVERSION RATES

Conversion rates are pretty easy to understand when it comes to landing pages.Very simply, your landing page conversion is the number of people who SEE your opt-in form compared to the number of people who FILL IT OUT.

So, if 100 visitors see your opt-in box and 50 fill it out, your conversion rate is 50%.If 100 visitors see your opt-in box and 5 fill it out, your conversion rate is 5%.

Typically, when you put your email opt-in box in the sidebar, you'll get less than a 1% conversion rate. That's pretty dismal considering that we've had landing pages (through the Axis Page Builder) that get 52% conversion on average.

The benefit of a landing page is designing it so that the user has very few places to go if they don't provide their email address. If they want to see the product or information you're offering, they must provide their contact information. The trick is in providing something of value to them so that they feel that you've helped them.

LANDING PAGE PSYCHOLOGY

Landing pages collect email addresses from people who may or may not be willing to spend money with you in the future. They've provided their contact information in exchange for a "lead magnet" that has incentivized them to sign up.

Lead Magnets can be:

- A special report that talks about something they'd be interested in.
- A free video or a series of videos that are related to a problem that they're facing...
- A mini-course or tutorial series delivered through email helping them overcome some of the roadblocks they're facing.
- Answers to a question that they're struggling with

continued...

LANDING PAGE PSYCHOLOGY (CONT)

When you give prospects a lead magnet that provides them with valuable information, the Law of Reciprocity then takes effect.

Basically, the Law of Reciprocity says that if you do something for someone else, they are morally committed to doing something for you. They (consciously or unconsciously) feel that because you've done something for them, they now should do something for you.

So, by giving you a free download, you are committing them to read a report, watch a video, or otherwise spend money with you. This is why landing pages are so effective in converting visitors to prospects.

LANDING PAGE SETUP

There are quite a few ways to set up a landing page. From custom code to WordPress plugins to standalone landing page tools like Axis's Page Builder, there are many different softwares available. So which one is right for you?

We are big fans of keeping things simple. That's why we prefer the Scriptly Axis Page Builder, because it is one piece of software that lets you build landing pages and manage your marketing automation CRM all-in-one. Not only do the landing pages, sales pages, and webinar registration pages convert really well, but Scriptly's also got other apps for writing email autoresponders and webinars.

If you're familiar and you prefer working with WordPress, there is a Page Builder plugin that you can add to your website so all of your pages look like they're hosted right on your website. You can also write code for your own page if you know HTML and have coding software, but most people prefer template-style page builders.

SELF-HOSTING VS. LANDING PAGE HOSTING

There are two different ways to set up a landing page - on your own domain with your own web hosting, or with a landing page hosting service that is run by the landing page provider.

SELF-HOSTED LANDING PAGE BUILDER

A self-hosted landing page is exactly that--you are the creator and host of the page. To create and host your own website, you need two things:

- A domain name
- Website hosting

The easiest and fastest way to get set up is to go through HostGator. Choose the domain that you want for your website, pick a hosting package, and then install WordPress. Once you have WordPress installed, adding landing pages is as simple as activating your free Scriptly account, setting up your landing pages and installing a plugin.

LANDING PAGE HOSTING SERVICE

At the end of the day, we know that setting up and maintaining a website is difficult, what with all the issues with backups, corrupted databases, faulty code, and poorly constructed themes. We've worked with a number of clients who run into issues either in terms of compatibility of plugins, or the simple fact that a theme can't do what it needs to do to convert traffic into leads.

So, what we did is create software inside Axis that makes setting up landing pages and sales pages much easier and way more effective. And, of course, the landing page hosting is done for you. You can also install the landing page onto your own website.

To put it simply, it's landing page software that'll make lead generation easier and more straightforward.

SELF-HOSTING VS. LANDING PAGE HOSTING (CONT)

WHAT WE USE FOR DFY CLIENTS

98% of the time, we use a landing page builder, especially when we're deploying campaigns at first. We don't just deploy one landing page. We deploy four or five and then we test them against each other. Usually, it's easier to create those on a landing page builder, alter them slightly, and roll them out with paid traffic.

With the landing page building software, it's equally easy to install the pages on a client's website or our own website, as opposed to creating brand new landing pages from scratch every time.

The most prominent landing page inside the Axis Page Builder, we have actually done over 45 split tests on. We've spent over $50,000 just testing that one page, and we cannot find a page that actually converts better. Including any other landing page builders or pages that we have designed! That page just rocks when it comes to a PDF lead magnet. It tests better than anything else we can find.

So that's why it’s in our page builder, and it's always the control that we launch clients with. It's always the first page that we put out there. We might test some other pages, depending on the niche, vertical, or category, but that is the one that ends up converting the best, most often.

In terms of building landing pages that convert, your choice of self-hosted landing pages or using landing page software is totally up to you. For now though, go ahead and grab a Scriptly account and get your first landing page set up. And when you're done with that, it's time to get cracking on your lead magnet!

OTHER NECESSITIES FOR LANDING PAGES

Once you start building an email list, there are some things that you need to do to nurture your list.

Not many people do ‘email list management’ justice. Just because someone opted into your newsletter doesn’t mean that they want to hear from you three times a day! Here are a few things you’ll need to do to make sure your emails get delivered, make you money, and keep you out of the doghouse:

- **A/B Testing**: Do split testing on your landing pages and make sure to always be improving your landing page optimization.
- **Double opt-in**: make sure that people click a verification link in their email to actually opt-in to your list. This is BIG when it comes to spam complaints.
- **Non-active subscribers**: In OfficeAutoPilot we have it set up so that after 120 days of not taking action, subscribers are automatically deleted off of our lists. We do this for two reasons: it keeps our costs down and only people who care about our content actually read our stuff!
- **Relevant subject lines**: Make sure the subject line of the email is relevant to what’s in the email (and stay away from ‘Notification of Payment Received’ subjects)
- **Advertisement announcement**: Include somewhere in the email, preferably the extreme bottom, that the email message is an advertisement, and for the reader to assume that you are somehow making money from anything that they do.
- **Email frequency**: take note of how often you email, and what your responses are from your list. Some lists mail daily. Others a few times a week. We’ve found that it’s best to take breaks, and then follow that up with a 3 or 4-day sequence of emails.

AN IN-DEPTH LOOK AT THE STRATEGY SESSION

Once you get people on your webinar, visiting your landing page, opting-in to your lead magnet, and reading your automated email sequence, your next step is getting them to sign up for a strategy session.

A strategy session is a free, private, one-on-one call with a potential client. It is scheduled in advance and is short in duration, typically 15 to 30 minutes. Some people use other names for strategy sessions, such as consultation calls or discovery calls. You should use whatever wording makes sense for your business.

Good sales funnels often combine more than one sales medium, to increase the chances of conversion. If someone doesn't want to watch a video, maybe they'll get on a call. That way, you'll have something for everyone.

Strategy sessions are incredibly useful in the sales process because there's an implied benefit to your prospect: they're able to get on a call with you and pick your brain for free. Some people run these strategy sessions as straight up sales calls with high pressure tactics. I prefer calls that are much more passive.

The way I see it, someone's getting on a call with me. I want to make 100% sure that they're receiving value by way of insight, focus, strategy, or process. If, and only if, there's a way that I can help them get where they're going faster, I'll make an offer. In our case, it's a Done For You sales and marketing solution, so they can concentrate on growing their business.

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AN IN-DEPTH LOOK AT THE STRATEGY SESSION

In some cases, I'll even tell the person that I don't think I'm the right person to help them with their current situation, if that's how I honestly feel. Sometimes turning away a client or referring them to someone else is best for everyone, and most of the time they are grateful for my honesty.

The key to a strategy session is to establish credibility and trust, before making your offer.

You can sell anything you want - coaching, consulting, high-ticket products and services, and services that are a bit more complex (think financial management). The important thing is to make sure that only qualified folks sign up.

Inside Scriptly, we have a “Strategy Session Autoresponder Sequence” that you can mail out to your list to get call signups. Visit this page for more info: http://scriptly.org/video/

Also, in terms of scheduling sales calls, we’ve built a tool that’ll make the process easy. Just share a link with your prospect, they sign up and fill out a form, and you close them! Here’s a video on that:
http://timeslots.org/video/

WHY THE STRATEGY SESSION?

Many business owners have found the strategy session model to be the best way to sell their high-ticket offers. There are many reasons for this.

It's difficult to sell offers over $1000 or so directly from a sales letter or sales video, no matter how compelling the message is.

It's also difficult to sell one-on-one services like coaching or consulting without first speaking to the potential client, especially if your name is not well-known in your industry. This is actually a good thing for you, since it helps you screen out people who aren't suitable for your program before you start working with them.

Obviously there are exceptions. Someone with a strong, established brand like Tony Robbins can sell their high-ticket offers directly from advertising. However, even companies like that often use some method of selling over the phone.

A strategy session is not a sales call, although it often results in a sale. The primary purpose of the call is to see whether the potential client is a good fit for what you're offering, and vice versa.

STRATEGY VS. SALES CALL

It's especially important to understand the difference between a strategy session and traditional telemarketing-type sales calls, which often use high-pressure sales tactics, are typically done by salespeople who work on commission, and whose main concern is making the sale, regardless of whether the offer is appropriate for a specific client.

Unfortunately, some companies doing that type of selling use the term strategy session, which can give people a bad impression of the term. (We don't mean to put down traditional phone sales methods, just want to stress that this section is about something completely different.)

We believe that you should have a second purpose for your strategy sessions, to help your prospects as much as possible in the amount of time you spend with them.

Many people are skeptical these days. When they schedule a strategy session with you, some will expect it to be the typical high-pressure sales call. When they realize you're actually having a conversation with them and trying to help them, they will be pleasantly surprised.

As great as it might sound to sell everyone you talk to, that shouldn't be your goal. The odds are high that some of the people on your calls should not become your clients, because some of them:

- Have unrealistic expectations
- Won't take action on what you teach them
- Will have personality conflicts with you
- Would rather argue than follow your advice
- Are simply looking for something other than what you offer

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STRATEGY VS. SALES CALL

It might sound like a paradox, but quite often, the best way to make a sale is to not hard sell the prospect. When you speak with ideal prospects, often they will want to buy from you before you bring up the subject.

In some cases, the prospect won't buy your offer for whatever reason, but will be so impressed with the help you gave them that they will refer other clients to you or give you a testimonial.

Make Note!

If you consider yourself to not be a natural salesperson, I have great news. The strategy session model is especially suited for you, because it doesn't require you to be the stereotypical pushy salesperson. In fact, people who aren't naturally good at sales often excel at the strategy session model, because it's more about having a conversation and helping people than hard selling them.

Regardless of your personality, the more strategy sessions you do, the better you will get at doing them, and the more sales you will make. You will get better at attracting the right prospects to your calls. Both of these factors will lead to a higher percentage of strategy sessions that result in sales.

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STRATEGY VS. SALES CALL

There are some other good uses for strategy sessions besides screening prospects and making sales:

They can be great for *researching your market before you release your high-ticket offer*. Once I was creating a high-ticket course and wanted to make sure I covered everything I should, so when I was about halfway through creating the course, I set aside a day to do a dozen strategy sessions.

I told people when they signed up that we could discuss anything they wanted on that particular subject. I spoke with a nice cross section of people and was able to answer almost all their questions. I got several good ideas for things to add to the course that I hadn't thought of. On the calls I didn't mention that I was creating a course and didn't try to sell anything. (Looking back, I probably should have mentioned the course and offered to send them a discount offer on it when it was ready.)

Another great use for strategy sessions is *to get a taste of what it's like to do coaching or consulting when you haven't done that work before and might be unsure if it's for you*. If you don't enjoy doing a strategy session, you're probably not going to like coaching or consulting very much and should consider creating some other type of offer.

BASICS OF A SALES CALL:

- Establish your credibility
- Schedule the strategy session
- Form a connection
- Take the lead
- Show your value and focus on results
- Overcome objections
- Start the relationship right

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HOW TO SCREEN THE BEST FIT FOR A STRATEGY SESSION

So, how do you get people to sign up for strategy sessions? First, realize that you can only fit so many of these calls into your schedule, so you should be selective about who gets one. The best way to do this is to make people fill out an application, or an online form with some questions they have to answer before they can get on a call with you. With an application you can learn about the prospect, determine if there is a possibility of helping them, and understand how serious they are.

Ultimately it's up to you to decide what to ask on your application, based on your business, and this may evolve over time. Here are some suggestions to get you started:

- Basic contact information: name, email address, phone number, Skype name (especially if you are in different countries and don't want to use the phone)
- Tell me about yourself, product, or idea.
- What would be the MOST important criteria for your success as we work together?
- What do you think is holding you back (from reaching your goals, solving your problems, etc.)?

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HOW TO SCREEN THE BEST FIT FOR A STRATEGY SESSION (CONT)

If you're selling business-related services, add questions like these:

- What's your website URL (if you have one)?
- How many people are currently on your email list?
- Current monthly revenue
- Monthly ad budget
- How willing and able are you to invest in growing your business right now?
- At this time, what investment can you make in growing your business?

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NEXT STEPS

From here, getting your sales funnel set up and leads flowing through the system is largely based on what you prefer... To do it yourself or to have my team do it for you.

If you're more of a Do It Yourself kind of person, and are comfortable working with technology, building (or re-building your website) and writing content, the best place to start is by signing up for a free trial of our Axis CRM platform here:

Click here to activate your account for free >>

And also jumping into our Funnel Formula Course which features extensive video training and tutorials on putting all of these sales funnels together (and scaling them using the same best practices we do!)

Check out the Funnel Formula Masterclass today! >>

Or...

If you'd rather just offload the work onto a professional team, so that it gets done right and is built in a way that's 100% automated and hands-off for you, then your best option is to get on an Action Plan call and I can talk you through it.

Click here to schedule a call with the Done For You Team! >>

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