



Money Making Features and Benefits of The Perfect Automated Webinar Platform

Learn How To Automate
and Scale Your Perfect
Show

CASEY ZEMAN



**Automate and Scale Your
Perfect Show:
The 6 Money Making
Features & Benefits of The
Perfect Automated
Webinar Platform**

- 1 Stream in attendee's timezone
- 2 Go Real-time
- 3 Be On-Demand
- 4 Share Incentives
- 5 Time Events
- 6 Know Your Viewers

by

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Casey Zeman is an online product creator, author and business strategist who focuses on video/live events and content creation as a method for building a thriving online community. Casey has consulted such companies as Harper Collins, Estee Lauder and Dell on video marketing strategies and lead nurture funnels using events/webinars.

He's taught over 5000 students through his courses **YouTube Revealed**, and **Vid Traffic and Conversion**. Plus he is the founder of **EasyWebinar**, a software that creates marketing funnels using the power of live and automated events.

Casey is also a prolific speaker having shared the stage with such entrepreneurs as Mari Smith, Daymond John, Cheryl Goodman, Noah Kagan, Ryan Lee, Kim Luegers and more.

Casey lives in LA and is passionate about music, movies, fitness and most of all, teaching!



Automate and Scale Your Perfect Show: The 6 Money Making Features & Benefits of The Perfect Automated Webinar Platform



Hi there, Casey Zeman here! In this report, we're going to be talking about the power of automated webinars and events for leveraging your time and energy along with creating a passive income and lead generation source. I'll be sharing the key things needed for an automated webinar.

Webinars are hot right now, they are one of the easiest ways to deliver content and interact with a large number of people; and that makes it a platform that's ideal for selling your products and services especially at high prices. Webinars are a great tool that can boost your authority and credibility in your niche field, but most of all, webinars were designed to create trust and a way to bond with your customers and prospects to ultimately close more sales.



Let's face it, being online is all about lead generation, but what comes with webinars is the serious potential for technical issues. The sound won't work or the video won't go blank. Imagine having 125 members or more in your webinar, and you're all alone, while everyone's waiting to hear you speak and you can't interact with them. This could be caused by tons of issues including your browser not working, the webinar software failing or your microphone cutting out.

Another problem that you might have is that if you don't have a well-written script and you forget what you're going to say, it's possible that it can have a serious effect on you converting your webinar leads into sales. This can happen time and time again (and let's not forget that webinar software is hugely expensive -- I'm talking about \$5,000 a month and that still limits you to only 1,000 people attending your webinar at a time!)

Now some of you may have heard about automated webinars, but now they are even hotter than live webinars and here is why automated webinars allow you to pre-record your webinar events, and so you can create a flawless webinar ahead of time without having any of the problems that come along with doing them live. No more problems with your sound and video, no more browser issues, no more technical blunders, no more feat of saying the wrong things at the wrong time.

You can refine your webinars to deliver exactly what you want to say, which will give your viewers better content, and in turn you will convert more of them into sales. The best part is once you have set up your webinar, it can continue to work for you over and over again. So whether you're surfing the barrier reef, or skydiving over the Galapagos Islands, you can continue to generate sales automatically. Automated webinars are powerful because they have the look and feel of a live webinar but with the benefit of having a perfectly planned, pre-recorded video. Even though they are pre-recorded, they're seen as live events because each person will access the webinar at a specific time, just like a real webinar.



Each viewer will have a real-time feel because of the community of people the software builds around it; just like real-time webinars, if you come late to the actual webinar, you miss the show-- the same thing happens with automated webinars.

You probably know more about automated webinars, and you know that they're perfect for marketing yourself by building a perfect presentation, and you have probably realized now that automated webinars are in fact a full marketing funnel build to engage. They are essentially pages and advanced scheduling options rolled into one.

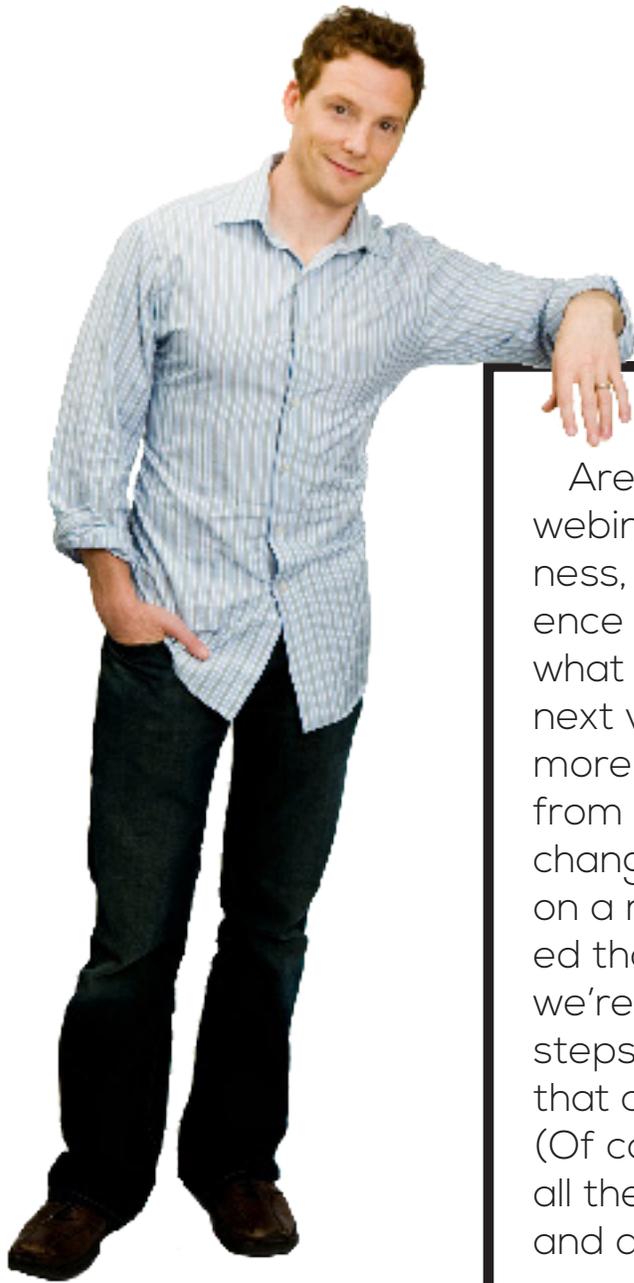
So who can use automated webinars and live webinars? If you're an author, expert, a leader, a service provider such as a doctor, a lawyer, or a learning institution such as a university -- basically anyone looking to use the power of education, business, and engagement who wants to build an "I know I can trust" with a community or audience can benefit from automated and live webinars.

There are several ways to use automated webinars and events, but one of the best ways is when you combine automated traffic and send it to an automated webinar.

Automated traffic such as Facebook ads or YouTube ads are generally super-targeted traffic, but they are generally speaking cold traffic. When trying to convert cold traffic, one thing comes to mind: building trust with your target audience. From you the registration page, to the thank you page, to email sequences, to the event itself -- every element of an automated sequence should nurture your prospects, and for the rest of this ebook, we're going to share with you the most important elements of the automated webinar, but we're going into real-life case studies from people using them right now.

So read on, and learn about the six killer money-making features and benefits when looking for an using an automated webinar platform.





Are you currently using automated webinar events in your own business, and if so, what's your experience so far? Just a foreshadow of what we're going to be learning in the next video, we're going to be talking more about having the ability to go from doing a one-time live event to changing that same event to stream on a reoccurring basis to an automated that only takes a few clicks. Plus, we're going to talk about the four steps of the event launch blueprint that can work to increase your profits. (Of course I have to mention that not all these cases might be the same, and are based on my own results.)

I can't wait to see you in the next part of the series! Until next time.



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