

THE MONEY CLUB

Online Marketing - Webinars Part 1

PLEASE NOTE: THERE WILL BE PART 2 COMING UP IN FEBRUARY ☺

***These denote top ways to get sales conversations, positioning you as the authority.

RB Cash Flow System	Beginner	Advanced
Revenue Tracking	5 times a week	5 times a week
Post on social media (FB, Twitter, Instagram)	3 times a week	5-7 times a week
Write newsletters/ blog posts	2 times a month	4 times a month
Video – FB Live or Short Video	2 times a month	1 time a week
***Sales Conversations/Connection Conversations	1 a week	3 a week
Networking/Connecting Meetings	1 per week	2 times a week
***Speaking Event/Workshop a month	1 per month	2-4 times a month
Meeting with a Referral Partner/Joint Venture partner (phone or in person)	1 a week	1-2 times a week
***Sponsorship – small or large	1 time a quarter	1-3 times a quarter (depends on cost of sponsorship)
Direct Mail - postcards, letters through snail mail (optional, but helpful)	2 times per year	1 per month or 1 per quarter (depends on target market)
***Webinar (offer free convo, product, or service)	1 per quarter	1 per quarter (more registrants)
Large List Building Event	1 per year (optional in first year)	1 per year

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Creating Webinars/Teleseminars

PART ONE: WEBINAR BASICS

- If you are just starting, do webinars for practice as a way to attract people and showcase your expertise - give yourself about 4-6 weeks to create and market your webinars.
- Use the webinar outline to give a great webinar – we'll go over that in detail on a future class
- Follow up appropriately for your webinar

- **What is a webinar?**
 - Another way to get in front of people – virtually – so that they can learn from you no matter where you are.

- **What is good about them?**
 - Easy, fun and interesting

- **What is bad about them?**
 - Does not have the conversion rate of in-person seminars
 - Can be hard to judge how you are doing because you are talking into a black hole

- **Webinar Basics**
 - **Numbers:**
 - 1-30% of the list you send to will opt-in for the call
 - 10-20% of those who opt-in will show up on the calls live
 - Of those who are on the call you can estimate:
 - 3-10% will purchase your offer if it is paid
 - 10-40% will request a free conversation with you

 - **Frequency**
 - Once you have a large list, you can do these as often as you'd like.
 - But until you can really fill a class with a couple of e-mails, I'd suggest doing them at least 3 months apart so you have time to fill them and really do a good job with them.

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- **Purpose**
 - Two different methods out there:
 - To educate your list and offer free conversations (sales conversations) – can be done with ANY size list
 - This is a great way to get more sales when you are just beginning
 - It is also a great way to set up conversations with people who might buy your products
 - To sell a product or program or any other offering – best done with at least 1000 on your list
 - To sell a product, service, program or any other offering – the sweet spot is less than \$495
 - If you product or service is over \$495 – it is better to offer sales conversations and then sell your product or program from the sales conversation.
- **Services to Use: For a Complete Listing and Links, go to:**
- **<http://revenuebreakthrough.com/resources/>**
 - TELESEMINARS:
 - Totally Free Conference Calls:
 - <http://www.promo.myfreeteleconference.com/>
 - Free Conference Call
 - www.freeconferencecall.com
 - Easy Seminar
 - <http://EasySeminar.com/ProductInfo/?x=2533557>
 - Maestro Conference Call
 - Allows for people to talk in groups of 2 or 3
 - <http://maestroconference.com/specials?p=MCS953&w=home>
 - WEBINARS:
 - Zoom.us:
 - Allows you to turn your video on to show yourself
 - Allows you to keep that video as part of the recording
 - Allows you to play encores at a specified time
 - Link to zoom: <http://bit.ly/2iX2hxe>

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- Go To Webinar
 - Allows you to turn your video on to show yourself
 - Does not allow you to include that video as part of the recording
 - www.gotowebinar.com
- Ever Webinar
 - Is NOT for LIVE webinars
 - This service allows you to show recorded webinars at specified times
 - Allows the user to choose more than one option for when they want to watch their webinars
- Suggested Practice:
 - Use zoom.us to do your live webinar
 - Load that live webinar into Everwebinar
 - Use Everwebinar to show your encores
- **Pros and Cons to Webinars**
 - Pros:
 - They keep everyone involved with the content and with you
 - Conversion rates can be much higher on webinars
 - Cons:
 - Sometimes viewers have a hard time with the technology
 - Forces you to make and use handouts or powerpoints

PART TWO: STEPS TO CREATING AND FILLING YOUR TELESEMINAR/WEBINAR

- **Steps to Create the Webinar**
 1. **Create Your Opt-In Page** (this can be done in lead pages or another software or as a hidden page as a part of your wordpress website)
 - a. Please see templates for opt-in pages in the free gifts and opt-in pages class from the Money Club
 - b. You can create your opt-in page in leadpages or another software – and/or you can get support from a technology person to help you get this done.
 - i. Technology support:
 1. Get support from a virtual assistant that you just pay to help you for a number of hours.

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2. Go to upwork.com and bid for help from a technology person.
 - c. It should not have a navigation bar at the top – the only action allowed is to opt-in.
 - d. The code on the opt-in page allows people to input their name and email comes from your newsletter software.
2. **Create the Thank You Page**
 - a. Contains the date, time, number and recap of call
 - b. Can be done on your wordpress site or on a separate page
 - c. May contain a handout for your webinar
3. Create the thank you e-mail which contains the date, time, number and recap of the call as well. The thank you email is part of your newsletter software.
4. Begin the Marketing Process – See the Steps Below for that.
5. Do the Webinar
6. Do the Follow-Up Process After the Webinar
7. Get Sales!

- **Market To Your List**

- **PHASE 1 - GETTING PEOPLE TO OPT-IN TO THE WEBINAR:**

- In general the rule of thumb is to send no more than 3 e-mails to your list per week. That includes your newsletter. So you'll want to make a schedule for yourself. It is OK to NOT send your newsletter out during the promotion period if you think you'll be inundating your list too much. I also suggest writing your e-mails ahead of time.
- 14 Days Before: *To Whole List:*
 - Send E-mail to Introduce the Webinar
- 12 Days Before: *To Whole List:*
 - Send another promotion about the Webinar
- 7 Days Before: *To Whole List:*
 - Send another promotion about the Webinar
- 5 days Before: *To Whole List:*

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- Send another promotion about the Webinar
- Day Of: *To Whole List*:
 - Class is today – last chance to register to Webinar
- Day Of: 3 reminder emails: *To Those that Have Registered For Webinar*:
 - Send a reminder that goes out morning of the webinar
 - Send a reminder that goes out 1 hour before the webinar
 - Send a reminder that goes out 10 minutes after webinar starts (we're missing you!)

- **PHASE 2 - GETTING PEOPLE TO OPT-IN AND WATCH THE ENCORES (Encores are recorded replays)**

- What is an encore?
 - A recording of your webinar that you replay
 - You can do an encore live or use the recording

- Generally- I like to do encores for 2-3 days after the webinar:
 - Example:
 - Live Webinar on a Tuesday
 - Encore 1: Thursday (2 times – 11:00, 6:00)
 - Encore 2: Friday (2 times – 11:00, 3:00)
 - Encore 3: Monday (3 times – 11:00, 3:00, 6:00)

 - Live Webinar on a Tuesday (using Ever Webinar)
 - Encores playing Thursday – Monday – 3 times per day + just in time

- EMAIL SEQUENCE:
 - After Webinar on Day of LIVE Webinar: *To Those Who Have Registered For Webinar*:
 - Send re-cap of your offer – talk about how great call was and lead people to get your offer. If you are offering free sessions, you may lead them to a web page where they can register for sessions.

 - Day Before All Encores: *To Those Who Have Registered For Webinar*:
 - Tell them about the encore times and give link to re-register.

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- Day Before All Encores: *To Whole List:*
 - Let them know there will be an encores in case they weren't able to make the first call and give them the encore schedule and link to register
- **PHASE 3 – GETTING PEOPLE TO PURCHASE YOUR OFFER OR SIGN UP FOR A FREE SALES CONVERSATION**
 - After Last Encore: *To Those Who Registered + Whole List:*
 - Send 2-4 emails about the program or the free sales conversation offer
 - 2 Days Before Offer Ends or Cart Closes: *To Those Who Have Registered For Class + Whole List:*
 - Remind them that the offer is ending
 - Day Of Offer Ending or Cart Closing: *To Those Who Have Registered For Class + Whole List:*
 - Remind them that the Offer Ends TODAY
 - You can send 2-3 cart closing emails on this day
- **Market to Social Media**
- You should create social media posts that direct traffic to your webinar. Then drive traffic to your encores. Then drive traffic to your sales or offer page.
 - Facebook Live
 - Do as many FB Lives as you can in the 9 days before the webinar – every day if possible
 - No more than 5 minutes
 - Be sure to put the opt-in page to your webinar in the title of the video and in the comments below the video
 - Mention a tip and then tell them they will learn more by registering for the webinar in the video
 - Create an easy to say URL that re-routes to your opt-in page that you can say on the video:
 - E.G: www.breakthroughplanningparty.com
 - Facebook Business Page and Personal Page
 - Post 3-5 times per week
 - Twitter
 - Create tweets that go out daily
 - Instagram

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- Post on Instagram daily
- Pinterest (optional)
 - Create a board on the topic of your webinar
- Can use a software that will make it easier to create posts ahead of time and schedule them to go out:
 - Edgar
 - Hootsuite
- **Market To Other People's Lists:**
 - Joint Ventures
 - **This is by far the fastest and most effective way to get people on your call**
 - **A good Joint Venture Partner:**
 - **Has an online list**
 - **Mails to her online regularly**
 - Where to find JV partners:
 - Self Growth.com
 - Social Media
 - EVENTS!!!
 - Telesummits
 - Other People's Newsletters
 - How JV's Work:
 - **Your partners can do one of four things for you:**
 - Send out a solo e-mail on your behalf for your teleclass
 - Send out a mention of your class in their newsletter
 - Post social media about your class on their accounts
 - Host you to do a class to their lists where they interview you and promote for you
 - How to Set Up a JV Conversation:
 - Set up a time to speak to your JV partner.
 - Conversation:
 - You introduce yourself and your business.
 - Partner introduces herself and her business.
 - You ask "What can I support you on in terms of promotions for your business in the next few months?" You listen.

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- Then you say, “This is what is coming up for me that I would like your support on.”
 - You both determine exact dates, content and information.
 - Hang up the call and celebrate.
- **Market at In-Person Events:**
 - Let people know about the class at all of the events that you go to.

Homework and CHALLENGE for February 28th, 2018:

To receive your gift for this challenge – **the following must be posted on Facebook by 5pm on February 28th on the PINNED POST at the top of the Money Club Facebook page.**

Part 1: Plan to do a Webinar - the Webinar must be completed by April 30th (PLEASE NOTE THIS IS AFTER THE CHALLENGE - WE JUST WANT YOU TO PLAN TO DO A WEBINAR)

- Post the date of your upcoming webinar (please note this doesn't have to be completed - it just needs to be planned out)
- If possible, post the opt-in link to your webinar (optional)

Part 2: Do 8 sales conversations

- Post the names or initials of the sales conversations on the post.
 - **Challenge Options:**
 - **Owls**
 - Do 8 practice sales conversations with family, friends, and other money clubbers.
 - Do a practice webinar in front of a few money clubbers, or friends, or family - no emails needed, just plan and do the webinar (please include sales offer even for a practice one)
 - **Wolves**
 - Do 4 practice sales conversations with friends, family and other money clubbers and 4 real conversations with potential clients.
 - Do a real webinar in front of a few friends - send out a few invite emails.
 - **Cheetahs:**
 - Do 8 real sales conversations and ask for money from potential clients.

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- Do a real webinar with email invites

Please post on the Facebook PINNED POST by 5:00 PM ET on February 28th 2018.

- The reward? Yet another useful tidbit in the mail to keep you rocking and rolling.