

THE PERFECT WEBINAR FUNNEL



When clients hear the word 'webinar', their ears probably perk up.

Wait, I get to learn something FOR FREE?

Webinars are different from sales videos in that they're less intrusive, less offensive, and less pitch'y. Yet, you can achieve the same (and, we wager, BETTER) sales goals with a webinar as a sales video.

That's a pretty bold claim, especially if you're new to the webinar game or have yet to really reap the benefits of webinars as a sales driver.

Webinar Marketing isn't just a buzzword -- it's the mesh between educational videos and sales funnels. In fact, this shift in perspective from sales video to webinar can be just the change your company needs to exceed your sales goals.

If you aren't sold yet, consider a few of the benefits of a webinar:

- **Interactivity:**

Your viewers become part of the live event instead of passive spectators. Increased trust and familiarity = Higher sales rates.

- **Lower Cost per Lead:**

People are more likely to watch a webinar as opposed to a VSL, driving the cost of lead generation down.

- **Multi-Purpose:**

Mesh a conference with a sales presentation seamlessly.

- **Saves Time:**

Planning a webinar takes about 7 days, and the presentation itself takes around 90 minutes.

- **Saves Money:**

You can create a webinar for next to nothing!

- **Easy Tracking/Reporting:**

Since attendees are reporting via a digital connection, you can track their progress through the funnel from beginning to end.

- **Instant/Automatic List Building:**

It's easier and more natural to build your list as attendees are more interactive and engaged.

- **Quality Traffic:**

Your attendees are the most interested folks in your products and what you have to offer.

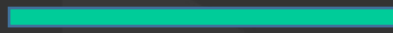
The benefits are undeniable, but that doesn't exactly tell you *HOW* you do it.

Building a successful business is about **leverage**. Webinar marketing is the leverage you need to springboard your business to success.

Here's how to generate more leads and sales with your own webinar content funnel. Take your simple system and advance it to make it more profitable, turning it into an evergreen webinar funnel.



STEP 1:



Create The Game
Plan.

Will webinars work for you?

To answer this, think about whether or not you have:

- Engaging content
- Content able to be put into visual information
- Emotional content
- Case Studies

Are your services able to connect with people and able to be put into a presentation? If so, then webinars are likely a good choice for you.

So now you have to turn your vision into a solid gameplan to better help your business connect with your prospects and customers. There are a few basic webinar setups you'll want to get under your belt:

- **Start with a Q&A Webinar:** Answer questions you hear all the time, and then open up the floor for new questions from attendees.
- **Develop a Signature Webinar:** Take the feedback from the previous webinar to make the next one stronger. This webinar will be your go-to. Simply repeat this webinar every one to two weeks at least.
- **Do your webinars live:** Your presentation is more energized, and your viewers are allowed the opportunity to interact.
- **Instant Replays:** Instant replays are great, but also make sure that you're providing some truly great experiences through interactivity for your live-stream attendees.

Understand that most of the magic comes before and after your webinar in the form of buildups, exclusives, and after-show leverages are key.

So what's the typical process?

- **Before:**

This is where viewers register and do all the 'paperwork' leading up to your webinar. You'll prepare the presentation, and heavily streamline users towards registering (which gets them into your webinar funnel). Get people pumped about anything you may touch on in your webinar, have them register for the event, and get them to schedule it in their calendars. The key here is to get them registered with as little effort as possible.

- **During:**

Your presentation is relatively short compared to the entirety of the funnel. Give them the materials they'll need as well as interactive activities to further engage.

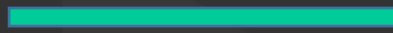
- **After:**

Instant replays happen here, and you can further leverage your webinar for more usefulness. Attractive but time-sensitive pages yield best results.

To get the most of your webinars, you're aiming to maximize the usefulness of each of these sections. Rinse, repeat, and revise.



STEP 2:



Attract Your
Registrants.

Without an audience, your webinar is useless. It's important to build out this part of the funnel to expand your audience before the webinar is even a thought in their mind. Then, engage that audience to leverage your webinars for more success.

Implementing this section will have a direct impact on the success of your webinar funnel as a whole.

There's a 3-pronged approach to make this process more powerful:

PART 1:

Pre-load your invitation list.

This makes it easy for folks to sign up to your webinar. We want to offer a lead magnet/content upgrade to anyone who visits your website or page. Resource guides, checklists, and cheat sheets give your new subscribers feel like they have a key solution to a challenge they're facing now, putting them on the pathway to becoming your customer. Why do this?

- By doing this first, you're meeting people where they're at rather than trying to immediately push them to your webinar. This helps boost your conversions by helping to build your list wherein you can invite more people to your webinar.
- It takes a short amount of time to create but can last you a long time.
- It lays the groundwork for a fantastic webinar funnel while building your list for long-term use.

We've got the '*WHY*' down, but the real trick is the '*HOW*'. Here are 5 ways we get subscribers to our webinar lists:

1. 'Subscribe Now' lead box on your blog's sidebar.
2. Content upgrades on podcasts.
3. 'Subscribe' at the bottom of our website.
4. Post-Specific content upgrades.
5. Guest posts on other sites get a content upgrade box.

Obviously, your content lead boxes will push these folks further into your funnel, and within that content, you'll be providing them with links to sign up for your webinars then too.

PART 2:

Make invitations convert to registrations.

Webinar registration pages can actually play a significant role in conversions to your webinar. There are 4 elements you can use to maximize your registration:

1. Webinar registration page
2. Sidebar ads linking to your webinar registration
3. Dual registration link to webinar and email list

Typical registration pages can be boring and disengaging, so spending time on customization of this page can really attract more users to entering all of their information. So what makes for the best registration pages?

- Catchy Headline
- Countdown Timer for Urgency
- Images of Guests/Hosts/Logo
- Benefit-Driven Bullets
- Social Sharing Buttons

In addition, consider utilizing dual-purpose opt-ins where folks can register for your webinar AND your email subscription lists at the same time. After your event is over, you can continue to use this list.



Check out this perfect registration page from Digital Kickstart below:

Live Webinar: "Outrageous New Software Automatically Grabs Free Traffic And Leads You Can Cash In On For Any Niche"

Tuesday, March 22nd @ 8:00PM EST / 5:00PM PST

GUEST SPEAKERS

Mark Thompson
Internet Entrepreneur & Co-Founder of DigitalKickstart.com

Shawn Casey
Co-Founder of WebFire.com

Brian Koz
Co-Founder of WebFire.com

REGISTER BELOW: LIVE TRAINING EVENT

Tuesday, March 22nd

8:00-9:30 PM EDT (New York)
5:00 - 6:30 PM PDT (Los Angeles)

Enter your name and email address to register and to attend the live training event!

00 : 00 : 00
HOUR MINUTE SECOND

▶ REGISTER NOW

your information is never shared, rented, or sold...

What We'll Be Covering During the Training...

Now you can get unlimited free traffic, leads, and site rankings on autopilot so you can sell your own products and/or affiliate products, or promote anything else you want. This is the same type of free traffic we and our clients use to make a fortune.

The easiest way you can make and rank a site or video in a few minutes, yet get free traffic to make you sales and commissions from it for years. Our member Judi uses this strategy to get \$350,000 a year in affiliate commissions.

How we get paid from \$997 to \$9,997 per month to provide high demand services with a 90% profit margin. Now, you can use our software to easily deliver the same services to the 100 million prospects that need help. No prior skills required because the software takes care of the techie stuff.

The best way to dominate page 1 of Google for your business. Like our member Bill who went from being buried on Google to the top 3 spots for all his target keywords in a couple weeks. Even his Adwords rep said there's no reason for you buy ads from us any more!

▶ REGISTER NOW

Next, you'll need to look at improving your registrations.

- **Step 1:**

Improve your pre-content. All that info you're sending out to new subscribers should be continuously optimized.

- **Step 2:**

Instant gratifications. It could be a handout, short video, or map of what's going to be covered, but give them something to use right away.

- **Step 3:**

Add one-click registrations to emails. Every email you send out should make it easy for users to continue their journey within your business. That means registering for upcoming webinars quickly and easily.

Registration is great, but actual **attendance** is the key to success. So how does this translate from registration to attendance, and how can we improve those conversions?

The first step here is to give your registrants more items and more opportunities after they sign up. Handouts, worksheets, and consistent email reminders are what keeps your registrants in the game and keeps your upcoming webinar on the top of their mind.

One of the best email reminders uses the key phrase "*Starting Now!*"

Talk about urgency. You've built up your webinar, and your registrants have been hearing about it for some time now. Finally, they get that last email prompting them to pop on over to the webinar page. Add an immediate 'join now' link in this email too.

Don't forget the Thank You Page. These need to be magnetic enough to encourage attendance once they've signed up. Provide the instant gratification here and allow folks to set up their calendar with your pre-loaded

event. Along with this, you'll start to add sharing buttons to make it easy for your registrants to share the webinar, which leads us to our next point...

PART 3:

Make it easy to share your webinar.

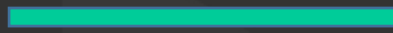
By getting your registrants to share to their networks, you're able to reach an exponentially wider audience to help widen that webinar funnel opening. Here are two ways you can improve your efficacy here:

- Provide social sharing buttons on the registration page, thank you page, and any of your handouts. Include Facebook, Twitter, and Google+.
- Add ['Click to Tweet'](#) buttons to customize what they Tweet to their audience.

This further adds to your social proof that shows folks that your webinar is worth attending.

*These three parts within Step 2 are **THE MOST IMPORTANT PARTS** of the webinar funnel system. Without them, the 'during' and 'after' bits are worthless. No attendants means an empty webinar.*

STEP 3:



Engage the
Attendees.

Giving your attendees that sense of community and connection is what makes webinars so awesome, and those who succeed at this step will find that their attendees are more loyal and more likely to purchase by the end of the presentation.

The primary driver of your success during your webinar is the connection you make to your viewers.

Right off the bat, give your attendees a handout reminder in the form of an easy-to-share link. Then, it's all about what you're going to say.

PART 1:

Set up your Webinar Formula.

Each webinar is different, but there is a common thread that ties most successful webinars together. While you may tweak the formula for your own use, knowing the foundational bits can help guide you to success. Here's a great formula to use:

- Be excited, enthused, and engaging. In a short introduction, share with your listeners why you're excited. Don't provide much detail, but let them know about the results they'll be finding in your webinar.

Time: 1-2 Minutes

Our Backstory...

- ✔ Sold over \$20,000,000+ worth of products/services online.
- ✔ Constructed 100+ sales funnels.
- ✔ Generated over 120,000+ customers.
- ✔ Conducted countless split-tests and experiments
- ✔ Spent over \$1,500,000+ on paid advertising.
- ✔ Managed a team of developers, designers, copywriters, project managers and support staff.

3

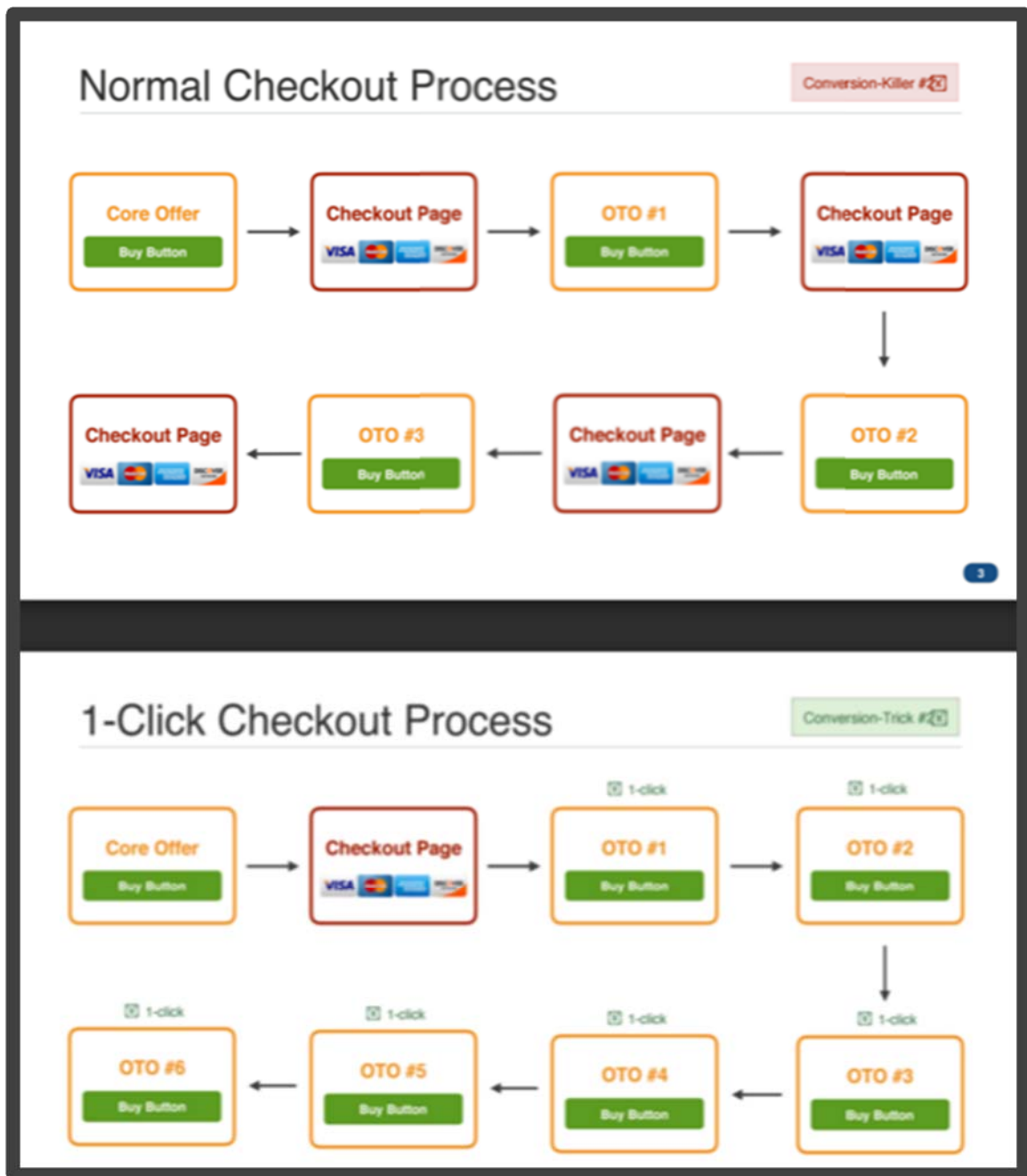
- Give a voice to attendee frustrations. Share typical frustrations that your ideal audience may currently be facing. Let them know that you know the position they're in right now.

Time: 2-3 Minutes

In the Right Place?








- ✔ You Want to Multiply Your Sales & Profits WITHOUT Driving More Traffic...
- ✔ You're Frustrated and Fed-up with Your Shopping Cart and/or Affiliate Solution...

- Next is the bulk of your webinar.



- Predict obstacles and objections that your audience may have. This is the 'Yeah, but...' section. Be willing to share these openly.

Earnings Disclaimer

-  I'm NOT saying you are going to make \$20,000,000+.
-  At first...just to cover some bills.
-  At your business evolves, it has the potential to add an extra one or even two "zeros" to your bottom line
 -  Lost / Potential Revenue
 -  Saved Transaction and Overhead Costs
 -  Maximizing the Checkout Process
 -  Maximizing the Affiliate/Marketing Process

- Reveal your solution. This is the final step of your formula where you let them know about your products, steps, and formulas.


1-Click Checkout Process (Result)

Conversion-Trick #1



The image compares two checkout processes. The top process, labeled 'paykickstart', shows a linear flow: Salespage → OTO 1 → OTO 2 → OTO 3, leading to a Checkout Page and a Total Sales of \$500,615. The bottom process, labeled 'JVZoo', shows a complex flow: Salespage → OTO 1 → OTO 2 → OTO 3, with each OTO leading to a separate Paypal Page, leading to a Total Sales of \$379,555. A 'VS' icon separates the two. A Google Analytics screenshot is also shown.

- Ask audience to take action.



Now YOU Have Two Choices...

Choice #1:
Do Nothing. Continue Wasting / Losing Money with Outdate Payment/ Affiliate Solutions

vs

Choice #2:
Make this Small Investment Today and Transform Your Online Business
(100% Risk Free)

Get Started Now: <http://AffiliateLink.com>

You're also structuring your webinar formula for later segmentation.

Have your formula broken up into 5-10 minute sections to use later as a promotional tool on social media and your own lesson pages.

As you present your webinar, you can continually engage with your audience by:

- Presenting great content.
- Re-engaging with polls.
- Asking ongoing questions and hosting ongoing chats.

Everybody's responses are recorded for later use as well. One trick to keep people engaged as well is to give them a view of the thumbnails of your slides on the sidebars so that they can track the progress of your webinar throughout. This gives them a better feel for the structure, setup, and expectations during the webinar. Visibility without a lot of detail keeps users hooked and wanting to stick around to see just what those next slides say.

PART 2:

Improve your sales tactics.

During your webinar, you're able to maneuver around your product in order to pitch it in an un-intrusive yet effective manner. How do you improve sales during your webinar?

- Have a great, benefit-rich offer

This is NOT a Cost...It's an Investment!

- If you could FINALLY put the 5% shopping cart fees back in your pocket...
Would it be worth it to you?
 - \$50,000 = \$2500 fees
 - \$100,000 = \$5,000 fees
 - \$500,000 = \$5,000 fees
 - \$1,000,000 = \$5,000 fees
 - \$10,000,000 = \$5,000 fees

- If you had the tools and training to DOUBLE or TRIPLE your sales...
Would it be worth it to you?

- Ability to NOT pay for custom designers or developers for necessary shopping cart and affiliate program functionality.
Would it be worth it to you?

- Guarantee

30-Day 100% Money-Back Guarantee

Choice #1:

Do Nothing. Continue Wasting / Losing Money with Outdate Payment/ Affiliate Solutions

VS

Choice #2:

Make this Small Investment Today and Transform Your Online Business
(100% Risk Free)

Get Started Now: <http://AffiliateLink.com>

- Urgency

What You're Gonna Get...

- 6 Months of PayKickstart \$ [redacted] Value
- 6 Months of PayKickstart Premium Upgrade \$ [redacted] Value
- Seller Kickstart 6-Week Product Creation & Marketing Workshop (first 25 members) \$ [redacted] Value
- BoxCar - Live Chat Application Lifetime Account (first 25 members) \$ [redacted] Value
- TicketHub - HelpDesk & Knowledge-base (first 25 members) \$ [redacted] Value

TOTAL VALUE: \$ [redacted].00

Get Started Now:

~~(After Tonight: \$1997.00)~~

TONIGHT ONLY:

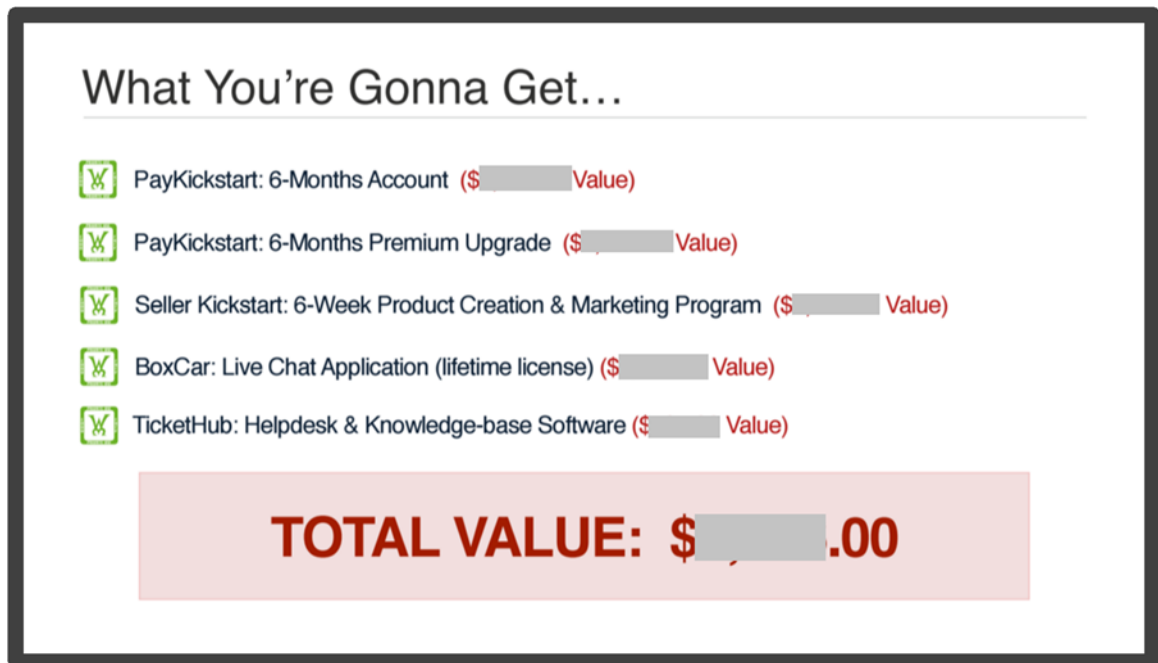
One Time Payment: \$ [redacted]

Q: What if I Don't Have Enough Money?
A: You Will Miss Out on Opportunities

Get Instant Access: <http://AffiliateLink.com>

01:00

- Short, concise sales page
- Bonuses



What You're Gonna Get...

- ✔ PayKickstart: 6-Months Account (\$ [redacted] Value)
- ✔ PayKickstart: 6-Months Premium Upgrade (\$ [redacted] Value)
- ✔ Seller Kickstart: 6-Week Product Creation & Marketing Program (\$ [redacted] Value)
- ✔ BoxCar: Live Chat Application (lifetime license) (\$ [redacted] Value)
- ✔ TicketHub: Helpdesk & Knowledge-base Software (\$ [redacted] Value)

TOTAL VALUE: \$ [redacted].00

- Keep exclusive bonuses for those who attend the live webinar
- Continue webinar after webinar after it's over for a live, new customer demo and/or Q&A
- Encourage customers to tell you why they just bought and even use this for social proof

Making a mistake here can sabotage your results and leave a sour taste in their mouths. Another great tip to keep in mind is that you're not going to end with the hard sale. Rather, end you should be doing most of the heavy lifting throughout your webinar. By the end, you simply need to give a gentle push with an irresistible offer, and they're already sold.

PART 3:

Have an easy link to your sales page or checkout page.

Your sales page is where everything comes together, so you'll need to guide them towards your sales page. The page itself should be compelling but, more importantly, needs to have an easy link to check out.

Literally the best way to capture those sales is by using **Pay Kickstart**. This program is a true, one-click purchase and upsell, which removes all the barriers that go along with long checkout processes. It links up and integrates with many of the most common online payment processors while using autofill to fill out existing forms as well.

It's all about the presentation of the offer, but if you have a compelling sales strategy followed up with a long checkout process, you're likely to lose many of those hard-earned interests.

[JOIN PAYKICKSTART TODAY](#)

STEP 4:



Re-Engage and
Re-Capture Users.

Whew! Your webinar is over! Now the hard work really begins.

This is the time where you're aiming to recapture lost sales and scoop up the users who may have shown interest or even registered but didn't attend the live event.

You've created your vision, attracted registrants, and engaged the attendees...now it's time to turn more of the visitors into customers. We want to set up a replay and scoop up those who didn't buy.

*Most people are excited about a **25% conversion rate** on their webinar; But that means that **75% of the people who attended your webinar didn't purchase**. That's not including those who didn't attend or those who left mid-way through the webinar. They haven't even seen the offer yet!*

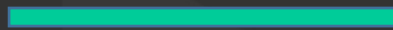
There are three groups of people we're going to tend to here: those who didn't show up, those who didn't stay for the whole webinar, those who were late to the party, and those who stayed but didn't buy. Provide these groups with variations of the following...

- Instant replay like the one [<<HERE>>](#)
- Recap of what they missed
- A first-time offer
- Recap of the full webinar with highlights
- Second chance to buy (for those who simply didn't buy...a little less awesome than the original offer but still compelling enough to buy now)

From here, it's all about the follow up. Make sure you're using a program that allows you to separate your lists into audiences (who attended vs. who didn't, for instance), so that you can send out follow ups tailored to these specific groups.

Encourage these folks to purchase as soon as possible in your follow up emails, and give hints that you have more to offer while pushing them to your replays if they weren't at the webinar.

STEP 5:



Repeat Your
Webinar!

Your encore presentation can be adjusted to different times of the day to get more customers, and enhance your video with callouts and other items as well. Upload it to any site that allows you to have an embed code.

Don't overcomplicate your encore. Just make sure it has the following components:

- Logo
- Title
- One-Line description
- Video
- Countdown timer
- CTA

WATCH THE REPLAY FOR A LIMITED TIME!
REVEALED: 7-Steps To \$2000 PER DAY.

The video player displays a business performance report with the following text and data:

- \$616,120/Year Business in 26 Days: The Secret 7-Step System & How You Can See Results In Under 24 Hours**
- \$29,496.76 in 30 Days** (with a bar chart)
- Average Daily Sales = \$1,056.27** (with a line graph showing sales from March 1st to March 14th)
- \$1,688/day = \$616,120/year** (with a line graph showing growth from Day 1 to Day 26)

Hurry, the Fast Action Bonus Package Will Expire In...

JOIN THE 100K FACTORY: ULTRA EDITION

Plus Grab the Fast Action Bonus Package!

Switch over your registration page to become a replay page. Convert live webinar registration page by switching out the text, or set current live page to redirect to a separate replay page directly. If you plan on repeating your webinar, then redirect to a new registration page.

Leverage Your Replays

Webinar replays are a classic piece to the re-engagement part of your funnel. After you recapture the wandering sheep to have them join back to the herd, then you need to optimize the entire replay process. Rinse, repeat.

Here are 3 strategies to start with:

1. Optimize the Registration.

Survey your list for new topic ideas, and pay attention to your subject lines of your emails to see which ones garner the most traction. Ask new registrants to share your webinar, and reach out to promotional partners to share information about the webinar.

2. Split Testing.

Original versions are split into different variations, and then you measure the conversion ratios for each. Once you get a 100% probability for a variation outperforming the original, then you know you've hit the winning variation. Your winner is now the new 'control', so you can continue to improve your results.

3. Repurpose.

This increases traffic and visibility. Take your webinar and break it into different formats like infographics, video clips, blogs, etc. You'll ensure that you're reaching more customers in different ways for better results. Here are a few ideas:

- a. The most obvious is an on-demand video of your replay. Different name, same content.
- b. Take your best recording and chop it into small video lessons.
- c. Transcription of your webinar.
- d. Social media updates.
- e. Slide decks uploading to Slideshare or other slide sharing sites.
- f. Promotional partnerships (deliver your webinar to partner audiences for wider reach)

One of our favorite ideas for leveraging your webinar is **Video Lesson Pages**. Here, you break down your webinar into obvious chunks of useable segments. Each video contains a CTA, and each of these videos can get sent out one at a time in follow up emails. Show these to all of your subscribers as they go through your funnel.

Once your videos are uploaded into YouTube, you simply need to copy the embed code and input it into your follow up email pages. Make sure that you're showing which part of the lesson this is (Part 1 of 5) so that they know where in the lesson plan they are.

People want to finish what they started, so giving this progress gives them an idea of what sections they need to look out for.

These follow ups are all useless without a strong funnel towards your checkout, and at some point, anyone who didn't purchase the first time ran into a barrier that prevented the purchase from happening.

We can't stress enough the importance of **Pay Kickstart** here. You want a one-click checkout that puts these users on the fast-track from *interested* to *purchase*. You skip over all the loss of conversions that happens in the checkout process and instead reel in every customer who shows their interest in purchasing.





Conclusion.

If you really want to leverage the power of your webinar funnel, always repeat the process. You've made it through the funnel, and you've probably lost some customers along the way. I mean, it's a funnel.

The perfect webinar funnel is made with the following:

- Make a game plan.
- Attract your registrants.
- Engage the attendees.
- Re-capture lost sales.
- Rinse and repeat!

The goal here is to change the shape of your funnel over time so that the opening at the end where the purchase happens is wider and wider. Lose less clients by perfecting your funnel. Chop out entire sections of the funnel by integrating fast-track systems like Pay Kickstart, and see your conversion rates skyrocket.

[JOIN PAYKICKSTART TODAY](#)