

Strategic Guide to Webinar Sales

Webinars are a very popular online marketing strategy for selling high-ticket products. They're an effective tool for getting a highly engaged audience that is interested in your information and your pitch...if you do it right. That's what this guide is all about – helping you with creating your sign-up page, your presentation, your pitch and more.

Before we get to the tools, let's give you a good overview to selling on webinars.

Why Webinars Are an Effective Selling Tool

#1: They Help You Connect with Your Audience

Generally, online selling is a solo experience. Your buyer visits your website, they view your content, and they decide whether to take the first step. Even after you've made a connection with a prospect and they become a subscriber and a lead, the buying process is often still a solo event – your customer acts by themselves and you have no real-time ability to influence their behavior.

Webinars are personal experiences. Not only are your prospects attending the event with you online, they're with other people. When you attend a webinar, if the content is compelling, then you are engaged with the information, the presenters, and often times with the other attendees. They're active learning experiences. As a business owner, this gives you a unique opportunity to connect with your audience.

Not only are you able to tell stories and share experiences as you help them solve their problem, you're also able to communicate your unique personality and voice. If you open up the webinar for questions, then you are also able to engage personally with a few people.

People buy for emotional reasons. They also respond to specific buying triggers and likeability, authority, reciprocity, and credibility are all triggers that you can tap into as you connect with your audience in a webinar. More simply said, we buy from people or businesses that we like and/or that we believe offer value or are authorities on a subject.

#2: Your Audience Feels Engaged and Involved

During a webinar, there are different methods you can use to keep your audience with you. Because let's face it, we've all been in webinars where we check out half way through or worse, we click away. We'll dive a bit more into how to keep your listener engaged when we talk about best practices. However, for now know that by asking questions, delivering information that's visually engaging, and by actively engaging with your audience member, everyone will feel involved and part of your event.

#3: You Have Their Undivided Attention

One of the main reasons that webinars are successful sales tools is that you're able to capture your prospect's attention for a significant period. Think about the amount of time someone may spend reading an email or visiting your blog. It may be under 60 seconds. However, with a webinar you have their attention for up to an hour, depending on the length of your event and how you structure your content. This is significant. It gives you much more time to earn their trust and to motivate a sale.

#4: You Speed Up Their Buying Cycle

To be most effective, your webinar content will be targeted toward a specific group of people at specific stage in their buying cycle. That means tailoring your content to that stage in their cycle. For example, for consumers who are at the end of their research stage and are ready to make a decision, a demonstration webinar or an event that highlights the advantages of your products or services will be the content they need to make a buying decision. A webinar can step in and help transition prospects through your funnel faster.

Webinars are an effective marketing tool when they focus on providing your attendees an exceptional experience. They leave the event not only excited about your company products or services, but also motivated to continue moving forward with your business and taking the next steps.

There are several reasons why business owners feel that webinars are good selling tools. Once you have a system, they're fairly easy to set up. They don't cost much to put on. They leave you feeling excited about your prospects and customers – it's truly rewarding to connect with your audience and to help them solve their problems. It's fun to leave your audience excited about the

solution you're providing and of course it's pretty darn exciting to see those profits start rolling in as sales are made.

Of course, the better your webinar and your systems, the more you're going to sell so let's move forward and talk about the best practices you can leverage for the most success.

Best Practices for Selling from A Webinar

#1: A Well-Defined Product

Your webinar content needs to naturally flow to the sale of a product or service. So, before you can create the webinar content, it's a good idea to define the product or service you're going to pitch.

The key to providing more engaging, interactive webinars is to allow attendees to "personalize" their user experience. From within the webcast, viewers should be able to open and close information panels, access social media, respond to polls/surveys, view complementary resources, and network

#2: More Audience Interaction Means More Sales

It's easy to create a webinar with content that solves a problem and leads to a solution, which you then make available to your audience for purchase. However, if content is all one sided, you'll have participants that start multi-tasking and not paying attention. You can lose them. Webinars needs to provide interactive features to keep your viewers' attention and discourage them from leaving or losing attention.

#3: Be Transparent

Your audience expects that you're going to pitch a product or service. Don't try to hide that. Be completely transparent and embrace your pitch. It shouldn't be a hard sell but you're probably giving them a special promotional offer and you're proud of your product or service so pitch with pride.

#4: Leverage a Solid Webinar Structure

Generally, people front-load their webinar. They talk and then at the end they pitch. Instead, consider this format:

- Position the heaviest, most valuable, content up front – to get people engaged right away and for those who have limited time to spend with you.
- Add mini-pitches throughout. Find a few spots in the middle where you can gently pitch to attendees. Again, this helps you grab people if they have to leave early and it may get some sales rolling in before the end of the webinar.
- Make your big offer at the end. It's okay to be direct with your call to action. As mentioned, your attendees are expecting it and if your content has done its job, then they are looking for it.

Finally, make sure that you use good technology and that you've conducted a run through prior to going live. The more professional your webinar, the better your sales will be. Speaking of sales, let's talk about one of the best ways to build a large attendance for your webinar. We're talking about recruiting your affiliates to host your webinar.

Tips for Recruiting Affiliates to Host Your Webinar

Your affiliate team can play a significant role in promoting your webinar. The key is to get them involved, engaged, and to add more affiliates to your team. The following 5 tips will help you recruit affiliates to host your webinar and they'll be motivated and excited too.

1. Show them the money. For your first webinar, you won't have actual sales figures to share. However, you can share the potential sales figures with them. Affiliates are motivated by a few key things and one of those is of course commissions and cash.
2. Explain the value to their audience. Talk about the problem your webinar solves and why this is such a value to their audience.
3. Give them access. You might give your affiliates access to some of the content and downloads you'll be sharing during the webinar. By sharing some of the content, you're giving potential affiliates insight to the value as well as some content to market the webinar.

4. Support their success. Tell them what you'll provide. If you'll give your affiliates pre-written marketing content to promote the webinar they may be more motivated.
5. Send a personal invitation. Reach out to your affiliates and audience personally and invite them to promote the webinar.

Now, couple this information with this templates and tools we're including, and you'll be able to put together a very effective webinar.

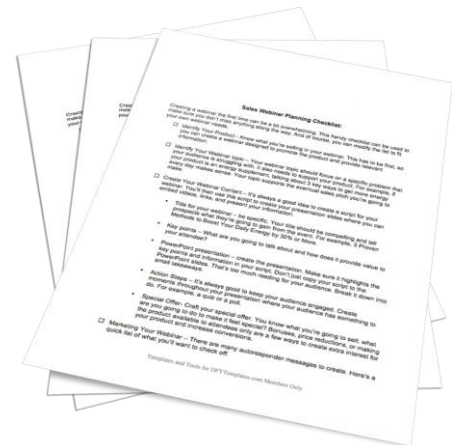
Let's Talk About the Templates and Tools We're Adding...

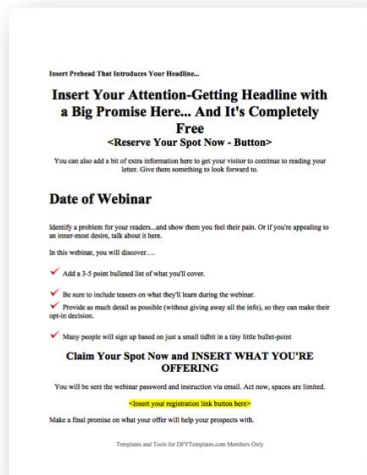
Our goal is to make things simpler for you...to make quicker work of getting better RESULTS from your marketing. With that in mind, let's look at the professionally-created templates and resources we're including with this guide.

Webinar Planning Checklist

Keeping track of all the moving parts of a webinar can be difficult and time consuming. This checklist will help keep you organized throughout the entire webinar planning process. This checklist includes identifying your product all the way through marketing your webinar so you don't miss a thing along the way.

Pull out this planning checklist every time you create a webinar.





Webinar Signup Page Template and Sample

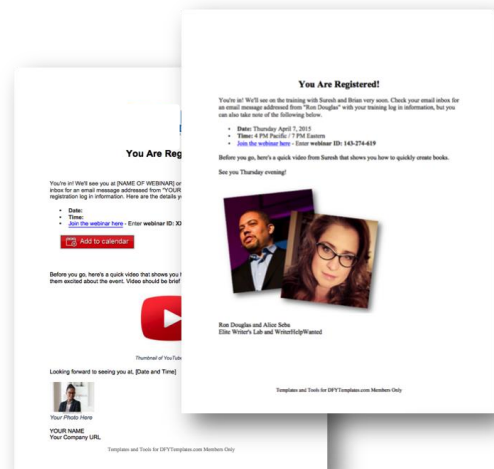
This fill-in-the-blanks template will help you quickly create a webinar signup page with all the necessary information you need to show your prospects so they sign up for your webinar. We've also included a sample sign up page, so you can get more ideas flowing!

Webinar Thank You Page Template and Sample

We've got another fill in the blanks template for you to thank your readers for signing up for the webinar. This will also provide them with the details of your webinar so you don't miss anything.

You want to make sure your customers have all of the information they need so they will attend your webinar live.

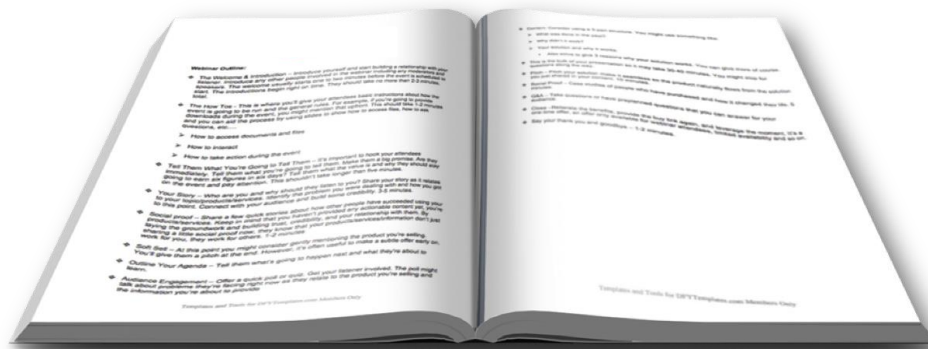
We've also got a sample there for you to take a look at.



Webinar Outline

Proper planning for your webinar is key. You want to be sure you have it laid out in the best possible way for your attendees. That's why you are going to love this webinar outline. No more guessing how to structure your webinar. We've got everything included here from the welcome and introduction, providing stories and social proof, all the way down to your closing.

We've included some great tips that many people miss, so be sure and follow this detailed outline.



Webinar Slide Show Template

This webinar template is going to give you an amazing starting point. You won't need to worry about staring at blank slides anymore. This template gives you everything you need, just update it to fit your topic.

It is also full of tips on how to get your attendees involved and actively listening.

Use this template to make your own webinar presentation and incorporate the ideas we have sprinkled throughout.



Affiliate Recruitment Email

Hi NAME,

Here's a special affiliate invitation from [Your name here at your company]. It's time sensitive and there are some sweet commissions available.

Mark your calendar for DATE OF WEBINAR and grab your affiliate link here <LINK>

Name of Webinar helps your prospects [primary problem the webinar solves]

We've literally spent dozens of hours on making sure this content is top notch. The content is in [format type: audio/video/text] format, and covers in detail:

- [What the Content Covers, #1]
- [What the Content Covers, #2]
- [What the Content Covers, #3]
- [What the Content Covers, #4]
- [What the Content Covers, #5]
- ...And a lot more.

Even better, we're giving attendees a unique opportunity to ... [Name or product/promotion you're selling at the webinar]. We expect NAME OF WEBINAR OR OFFER to convert like crazy.

NAME OF PAST HOST had just 400 people register and 150 live on the webinar and earned more than XXXX in commissions.

Make sure you get credit for the sale and use your affiliate link when you promote it to your audience - grab your link here and get started!

<Grab your affiliate link now>and we'll be sending more details soon!

Take care!

[Sign your name]

[URL, website address]

[contact information for people to connect with you if they have questions]

Affiliate Recruitment Email

Affiliates are a great way to get the word out about your webinar.

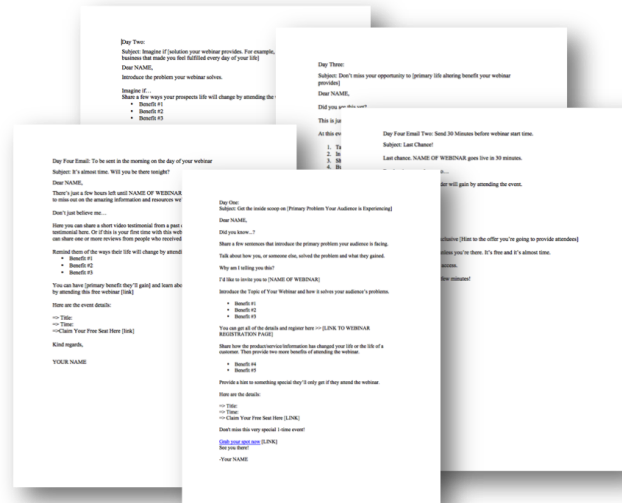
Use this template to ask affiliates to promote your upcoming webinar.

It's not enough to ask, however, you need to give them as much detail as possible so they can decide if it's worth their time and effort. That's where this handy email template comes in. Just plug your specific details and you are good to go.

5-Part Promotional Email Series

You can't just send one email out and expect people to sign up for your webinar. Use this series of five emails to help promote your webinar and create buzz.

These emails work and are proven to get you sign ups. Given all the emails people receive these days, it's a good idea to remind them and keep reminding. You'll be surprised how well this works with last minute signups.

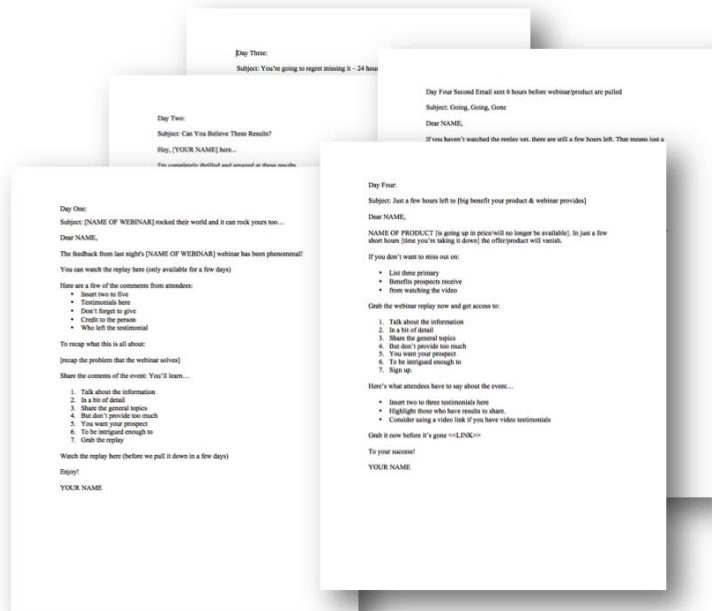


5-Part Follow Up Email Series

I'm sure you have heard, "it's all in the follow-up." With webinars, that is very true indeed. Now your prospects have attended the webinar, which is great, but you need to persuade them to take action on your offer

The follow-up emails also give people a chance to watch the replay if they were not able to make it live.

Use this series to create a sense of urgency around your offer and remind them of when your offer is closing.



We've made these fill-in-the-blanks email templates, so you can quickly and easily plug them into your email marketing system.

As you can see these tools can help you, no matter what step you are on with creating your webinar. Use them to plan, create and follow up after your webinar to get more signups and get more sales.