

# Webinar Expert Series PLAYBOOK

Expert webinar tips for building your business and growing your sales into 2017 and beyond.



5



## 3 TIPS FROM EASYWEBINAR TOP PRODUCER -CHRIS FARRELL

30

### 30% LONGER WEBINAR WATCH TIME

Keep the webcam on the entire time during the webinar. Show them the human side of your brand

15

### 15 MINUTE CONDENSED VERSION

24 hours later send a 15 minute condensed version to those who didn't have time to attend.

5

### 5 MINUTE INTERMISSION

If your webinar goes longer than 60 minutes include a 5-minute intermission.

“EasyWebinar is by far the easiest one, (webinar platform) to execute, deploy to do things quickly and get results fast” - Chris Farrell

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## NICHE TIPS FROM EASYWEBINAR USER - DAVID DANSEREAU



### SEND REPLAYS TO GET SPEAKING ENGAGEMENTS

David sends his replays to corporate eyes for people to see his speaking style and story



### USE WEBINARS FOR ACCOUNTABILITY

David teaches other Physical Therapists to use webinars to track patient accountability



### YOU DON'T NEED A PHYSICAL PRODUCT

David uses webinars to tell his story and establish credibility. This sells his one-on-one coaching .

“In the rehab space patient engagement is key. Webinar accountability helps reduces health care spending.” - David Dansereau

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## EXPERT TIPS FROM EASYWEBINAR USER - RYAN LEE



### AUTOMATED WEBINAR CONVERSION IS 15% AND HIGHER

Website landing pages typically see 1% conversions. Webinars often do 15, 20 or 30% conversions



### RUN YOUR FIRST WEBINAR USING FB ADS AND EXPECT TO BREAK EVEN

For continuity programs run your acquisition webinar at break-even with Facebook ads. Profitability comes with retention.



### TO SCALE YOU MUST CONTROL TRAFFIC

True scale only happens when you control your traffic. Automated webinars do that for you.

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“Automated webinars are the core to your traffic and conversion strategy. That's why I love EasyWebinar.” - Ryan Lee

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## EXPERT TIPS FROM EASYWEBINAR USER - GREG HICKMAN



### TAKE THEM TO A FREEBIE

Downloading your free document or video is a micro-commitment. This is the first and most essential step of any customer relationship



### USE FACEBOOK TO SEND REMINDERS TO ATTEND

Create a custom audience with registrants. Retarget them with reminders to attend the webinar.



### HAVE AN EXPIRING BONUS

Your email followup should be heavily focused on the bonus going away.

“Never interrupt contacts in your webinar sequence with other emails. This can derail the buying process.” - Greg Hickman

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## 3 REASON YOUR WEBINARS ARE NOT SELLING - JON SCHUMACHER

1

### WRONG CONTENT

You may have the wrong content inside the webinar. This is especially true for cold traffic. Teach away objections to the sale.

2

### WRONG OFFER

If you are listing your features instead of talking about the benefits your offer is wrong.

3

### WRONG FOLLOWUP

50-80% of sales happen after the webinar. The webinar is only the first point of visibility.

“put your best blog article on the thank you page for people to consume your content before the webinar. They will get to know your style and flow.” - Jon Schumacher

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## TOP PRODUCER WITH EASY WEBINAR - JOHN LEE DUMAS

1

### MAKE \$ SLEEPING

With Automated EasyWebinar you can make money while you sleep. Your webinar can stream in AU and other time zones.

2

### USE PODCASTS FOR LEADS

The perfect funnel -  
-> 20 Episode Podcast  
-> Free Podcast Course  
-> Automated Webinar  
-> Drive to sales page

3

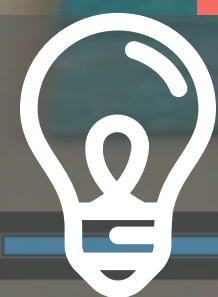
### GET YOUR TIME BACK

The automated webinar setting allows you to be free to work on customer relationships and building additional products.

"I put together my funnel strategy for the year and I knew EasyWebinar was going to be an integral part of that plan"

- John Lee Dumas

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**AUTHOR / COACH / EASYWEBINAR  
USER - MARCIA RAMSLAND**

20:01

**1**

### **WEBINARS AND COACHING**

Use webinars for lead gen one month. Clear your calendar for coaching and fulfillment the next month. Wash, Rinse, Repeat.

**2**

### **AUTOMATED FOR FULFILLMENT**

Use live webinars for lead generation and automated webinars for your members to watch for accountability and further training

**3**

### **FILL YOUR CALENDAR**

Look at your calendar for blank spots. Fill those spots with an automated webinar and keep selling during your down time.

“EasyWebinar gives you freedom and multiplication. It's your PR agent and gives you time to be with your family. I'm a fan of EW and I always will be” - Marcia Ramsland

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## WEBINAR EXPERT AND EASY WEBINAR USER - DEVIN DUNCAN

1

### MOST IMPORTANT METRIC

The most important metric we track is how much time in hours is it going to take to create the webinar and how much revenue with we generate from the webinar.

2

### START WITH LIVE

Always start with live webinars first. Test your script and offer with a live audience. - Get it dialed in before you go automated.

3

### DON'T LIMIT NON-U.S.

Send registrants outside U.S. to automated webinar. That way they won't have to wake up at 3 am to watch your live webinar.

"Automated webinars are used in our business every day in some level. Auto-webinars are responsible to bring in \$15K-\$20k per day. All fueled by EasyWebinar. " - Devin Duncan

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## TV HOST & EASY WEBINAR USER - DIANE WILKINS

**600%**

### GROWTH USING EASYWEBINAR

Revenue increase using EasyWebinar is up 600%.  
Email list contacts are up 200%



### BIG CONTRIBUTING FEATURE

A great EasyWebinar feature that contributes to our growth is the disappearing bonus. Putting scarcity to a bonus has increased our sales



### GREAT EW IDEA

Diane uses EasyWebinar to produce a TV show called "Authentic You". This show airs daily in New Zealand at 8pm every night.

"Certainly from the business point of view, my life has exploded since meeting you and working with EasyWebinar. For starters it has opened the world to us." - Diane Wilkins

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## BUSINESS COACH & EASYWEBINAR USER - KEN KRELL

1

### EW WORKS WITH SUMMITS

We used EasyWebinar for live summits with multiple speakers. We saved huge amounts of set up time over our previous platform.

2

### QUICK SETUP

Set up of EasyWebinar was quite simple. It wasn't a monumental task at all. We loved how easy it was.

3

### THE USER EXPERIENCE

The biggest thing is the user experience of EasyWebinar. Going live from one session to another was seamless. It worked so well.

"EasyWebinar made it happen with us. We asked everyone who participated if they wanted to stay with EasyWebinar and it was a unanimous YES. - Ken Krell

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## FACEBOOK ADS EXPERT AND EASYWEBINAR USER - RICK MULREADY

1

### FACEBOOK ADS -> WEBINAR

I run profitable Facebook ads to a daily automated webinar that sells my beginner Facebook ads training.

2

### REVENUE INCREASE

Using EasyWebinar and running ads to the registration page I have a 166% return on my investment

3

### EW CUSTOMER SERVICE

Working with the EasyWebinar team has been great. Any issue I have they jump right on it.

"I'm not a tech person. It's been so easy to learn the flow of EasyWebinar's user interface. If I need a link to send out I know exactly where to go." - Rick Mulready

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