

# *Webinars that \$ell*

*Creating a Sales Vortex™  
with Web Seminars*

By

**Ted Miller III**

*The Best Webinar Conversion Strategist  
on the Planet*

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## *Dedication*

*This book is dedicated to*



## *Acknowledgements*

*I would like to acknowledge and thank the following for their [help, assistance, mentorship, etc.]*

- *Friends*
- *Family*
- *Professional Associates*
- *Peers*
- *Mentors*
- *Anyone you wish to thank or acknowledge*
- *Carl C. Leibert III, call me and I'll more than make it up to you. I owe ya one!*

*And, of course, Ann McIndoo, my Author's Coach, who helped me get this book out of my head and into my hands.*



# *Webinars that Sell!*

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## Introduction

Welcome to *Webinars that Sell*, a powerful resource that will show you how to tap into the most effective selling tool on the planet: the Webinar. I know that is a BOLD statement, yet I'm confident you will see the truth in it, as well as the power of the Webinar as you progress through this book.

As you read this book, PLEASE make sure to take notes and take notice of the visuals to draw your attention to what I think could be a hot topic for you. A single innovation can drastically improve your company, so stay on your toes. The smallest distinction that might seem insignificant to you now, but can make a world of difference in the results you achieve. Read carefully, and read it more than once if necessary. **After all, this life does not reward knowledge, but rather the execution of that knowledge.** "Implementation" is where the rubber meets the road.

This book is all about giving you *both* knowledge AND the distinctions you need to implement it correctly so that YOU can experience the same dramatic results with webinars.

Ready to go deeper and dive in?

Then turn the page.



## Chapter One

### What Webinars Are About

In the last decade, I have hosted over 2,000 Webinars resulting in intimate dialogues with more than 22,000 entrepreneurs from 24 different countries. From those experiences, I have been able to help build sales engines that produce consistent conversion ratios at 30%. That is 10 times the industry standard! This has resulted in over \$100,000,000 in sales, **all virtually.**

**[Editor's Notes: I would insert a short paragraph about the power / benefits / profits of working, creating business virtually.]**

If you were to take away my business tomorrow and told me that I had to start from scratch using just *one* sales and marketing strategy to start a new business, I would choose the Educational Webinar sales model.

Does that surprise you? It does most.

After all, here is the experience most people have had with webinars:

- You send out invitations to your email list and maybe post a link or two on social media;
- You're lucky to get 100 or even 50 sign-ups;
- And then suffer through a frustrating 30% to 40% show rate (which means, when you think about it, that 60-70% DID NOT SHOW! These are horrible results!)

It may have been positioned as "live," but really, you recorded it.

**[Editor's Notes: Explain why this may have been done, the negatives of doing so.]**

If you *do* host it live, you mute the participants so that they are unable to interact (although you may have someone fielding chat comments). The reality is, you most likely get a 2-3% purchase rate, UNLESS you are at a marketing convention, then you'll hear them **[Who? Marketers? Your Competition?]** bump that up to 8% to brag. Of course, that's 8% of the people who stayed until the very end! Which isn't many, because 60% of those who did show up dropped off sometime during the middle of the call. There is nothing more disheartening than seeing your calls drop off during your presentation.

Hmmm, is that result enough to cover your time, effort, and marketing costs? Probably not.

So, what is the problem? Here are just a few:

- You aren't reaching, engaging, and influencing prospects in a way that makes them want to hear what you have to offer.
- You're selling, **instead of adding value first.**
- The message is out of alignment with your products and services.
- You're giving a monologue and preventing intelligent dialogues.
- Some webinar hosts are even flat-out misleading and providing more sizzle than steak.

The truth is that the world has changed. While the flow of information used to be one-directional, with media messages, expert advice, and sales pitches coming *at you*, now we live in an era where two-way (and even multi-point) conversations are demanded.

Here is a powerful hint up front: interactive webinars are a powerful vehicle for driving outstanding sales results, *if* you know how to do them right.

*Webinars that Sell* will teach you how to blow your previous results out of the water with a proven process for turning lackluster sales attempts into high-value, high-engagement educational events that you can count on each and every time to produce serious revenue.

Let's get started!

## Chapter Two

### How It All Began

#### **Tony Robbins – Jay Abraham – Chet Holmes – Ted Miller III**

The *Webinars that Sell* model was the result of a decade of events based on a couple of questions, one of them being, “How can we make this better?”

The following short story is a great example of how “necessity is the mother of invention.”

I’m not sure if you have experienced a significant business failure, but I’ll share one of the more desperate moments of my life. A polite way to say it is that I had my “posterior handed to me on a platter.”

When the dot coms were going dot bust, I was in the business of \_\_\_\_\_. **[Editor’s Notes: Insert a brief description of what you were doing.]** In just one day, my primary supplier went out of business. It came as a total shock and sent me spiraling. It didn’t help that I believed and ran my business on the principles that revenue meant profit, that how I sold today would work tomorrow, or that all sales models required some risk of upfront expenses to insure its success.

At my lowest point I could not afford both an office and a place to live so I chose to sleep in my truck and shower at a 24-Hour Fitness, thanks to the 2-week trial memberships.

**[Editor’s Notes: Moved the note to Carl to the Acknowledgements Page.]**

I would wake myself up by listening to motivational tapes. One such tape happened to be Tony Robbins' “Power Talk” series with Jay Abraham. It was an incredible interview filled with great business strategies that would grow a company successfully. I decided right then that I would apply Jay's advice to my business. But how and when?

Well, when the opportunity presented itself, my business partners and I decided to hire Jay directly. He was NOT cheap. Somehow we managed to pull together \$40,000 to hire Jay. I was eating meals at Denny’s and sleeping in my truck. Not knowing it was illegal to sleep in your vehicle in the state of California, I was cited and had to pay a fine. It was a difficult time for me, “robbing Peter to pay Paul.”

Halfway through the money we invested with Jay, I had a problem that you may relate to. Jay was teaching me really good concepts, but I was failing to appropriately implement them. Have you been there? When I talked to Jay about this, he said, “Let me introduce you to the implementation expert that helped me generate \$11,000,000 into the Abraham Group.”

That's when I met Chet Holmes.

If you are not familiar with Chet, he is a renowned sales trainer, business thought-leader, and executive strategist who had been hired by 60 of the Fortune 500 companies. He is also the author of the NY Times best seller *The Ultimate Sales Machine*, a writer and producer of movies, and a fantastic family man.

I began working with Chet and over the next two years I left all of those challenges behind. I was part of a team that helped double the sales of Learn.com, two years in a row! The success I was experiencing was a direct result of utilizing two strategies Jay and Chet shared with me:

- Educational Based Marketing and Sales Process, as well as
- Targeting "Dream Clients"

The owner of Learn.com was considering hiring Chet to help create an exit strategy that would include being bought out by Microsoft. I soon found myself at an exclusive training event with Chet Holmes and Jay Conrad Levinson, New York Times Bestseller Author of the 'Guerrilla Marketing' series totaling 58 books in 62 languages.

It was no secret that Chet had the intention of recruiting me into his company and I was interested in the opportunity. So after the training one evening, we had dinner. Our conversation drifted to our personal lives and the conflict that many successful people experience between having a personal life and growing a thriving business.

"You know," Chet said, "I can claim 50 of the Fortune 500 as my clients. I get to travel the world and train people to be better, and **I love it**. But it means a lot of time on the road. One year, I was gone 200 days out of the year." He paused for a moment, picked at his salad and said,

"When I got home from one of my trips, I walked through the front door and shouted, 'Daddy's home!'

"And you know what my kids said?"

"What?" I asked.

"They said, 'Daddy whoooo?'"

He chuckled as he said it, but I could see in his eyes that had touched him. He told me about how he had a scare with colon cancer and how he wanted to build a business without all the stress he had experienced before.

His story made me laugh, but I was also moved. I lost my father to cancer before he was 50 years old.

I had **just** met the woman of my dreams and I knew I was going to marry her and start a family with her. Yet I was on the road more than I was home, and I did NOT want to have to experience the pain he just described. Many professionals who travel struggle with this same challenge: being away from home, missing out on family events, feeling guilty that those at home feel abandoned as well as the emotional disconnection that can happen when you're constantly traveling.

More than anything, in that moment Chet and I wanted to build a dream business with less stress and less travel, a business that didn't cost you money unless it made you money.

Then something magical happened. Now, I won't kid you. There were no sounds of angels coming down from heaven or bells going off. It was more a question, yet it changed everything, and I mean EVERYTHING!

I asked him, "Chet, have you ever heard of web seminars?"

**[Editor's Notes: A short paragraph about how you knew about web seminars would be great here.]**

Remember, this was over a decade ago. It was before webinars were nearly as common as you see today. We grabbed a pen and a napkin and for the next two hours drew up a web-seminar sales process. We shortened it to Webinar later. And you know what? We ran that webinar model for a decade at an 80% accuracy of what we wrote on that napkin.

The Result? Using **Webinars that Sell** we doubled sales in a year, then the very next year we did that again (double the double) and AGAIN doubled our sales for the third year in a row!

**Double the Double the Double** (*say that fast 3 times!*)

When that company grew up, a new partnership was formed, it became the well-known company, Business Breakthroughs with Tony Robbins. I used that same model in several of the divisions of that company.

At the same time, I used the "Webinars that Sell" model with an unknown chiropractic practice management consultant who used it to generate a 7-figure business, serving clients around the country, from the comfort of his home office.

This successful sales strategy has been used in small, medium and large companies to create huge profits and prove the "Webinars that Sell" model works.

It's the same model you'll learn in this book today.

## Chapter Two Exercise Vision for My Business

### **Visualization Questions**

- What was your experience?
- What did you learn?
- What do you want to teach others?



## Chapter Three

### What Makes Webinars Work

Before you can conduct a Webinar that \$ells, you need to understand the principles behind *what makes the webinar sell your product or service?*

This chapter will cover each of those elements in detail. They are:

- Education-based marketing
- Relevance
- Virtual Delivery

Let's talk about each of these so you can learn the importance of each component and how they work together to create a successful webinar.

#### Education-Based Marketing

I've been privileged to work with many of the best business and personal growth experts in the world. One of the most well-known experts I have worked with is Tony Robbins, Peak Performance Coach and Bestselling Author of *Unlimited Power* and *Awaken the Giant Within*, sought-after speaker, trainer, and expert who has traveled the world sharing his message of empowerment and success.

From the very first day I started working with Chet, he wanted Tony as a partner. To help make that happen, Chet contributed to the marketing efforts of Tony's company, Robbins Research International (RRI). Tony was running a series of ads for his renowned training event, "Unleash the Power Within". The ads promised spectacular benefits (benefits the event *really* delivers) to help participants create their lives by design, form more fulfilling relationships, and generally get better results out of life.

The marketing message they chose was fundamentally tactical, one that read: this is who we are, this is what we do, and this is why you should attend our event.

Chet suggested Tony try a different approach, one that would prove that people are more interested in learning something of value for themselves than they are to be "sold" anything. Even learning something in an ad.

He wrote a new ad with a message that said something along the lines of; "after working with over 5 million people from over 47 different countries, I have learned that there are 6 fundamental

needs that every one of us is driven to meet. And when you understand these 6 human needs, you will unleash your power within."

This new ad made a promise to teach the audience something of high value via a free report. It became strategic in nature – it became *educational*.

And it worked.

**[Editor's Notes: Insert some numbers here, i.e., "Sales increased by X% and generated \$XXX,000.00 in just one event alone!]**

How? The educational ad that promised to teach something outsold the other "why you should by a ticket" ads combined! It was over 3 times as effective.

Why did the "teach something educational" ad work so well?

Because it offered to *educate* people on valuable information that would help them overcome their problems and achieve a higher quality of life.

This principle has direct application to Webinars.

The Webinar is powerful *as long as* you use it as an educational tool first, something that adds value and makes an impact from the beginning. Ironically, the second you put sales above education, your sales conversion will plummet.

Unfortunately, very few in the industry recognize this fact.

If you've been on a Webinar lately, you've probably noticed that the presenter starts under the guise of it being value-packed and "content rich." Yet, you may start to feel "sold to" early on. It may be content-rich, but it is content from their brochure. Some even start pitching, and pitching hard, from the opening moments.

When you conduct a Webinar with a mindset to "make sales," you build barriers and raise resistance from the start. People can smell that a mile away. I call that "Commission Breath." Now, a few may be well trained presenters, but if they lack the intention or focus to have "adding value through education" as their first objective – you'll feel it.

What if you went in with a mindset to show up as a thought leader, facilitator, and educator? How would your results be different?

Here are the keys to a both memorable and profitable Webinar:

- Focus on giving value first.
- Instead of talking about how much you know, focus on what your audiences needs.

- Make your presentations personal through interaction.
- Get to know the people in your webinar room.

This will create an environment where people will feel safe to engage, ask questions, and become a fan. From this position you are set up to truly help people.

People who trust you, feel comfortable with you, and like you, are infinitely more likely to spend money with you to help them take the next step. That's what makes a Thought Leader.

What differentiates true thought leaders (what I call "Thought Givers") from the rest of the so-called experts and gurus out there?

| THOUGHT GIVERS   | "GURUS"   |
|--|---|
| Galvanize groups around their message                          | Stand alone   |
| Create tribes  | Keep participants from interacting                                  |
| Connect on an intimate level                                   | Connect on a surface level  |
| Teach  | Preach  |
| Command high prices, encourage deeper engagement, drive demand | Command suspicion, encourage folks to tune-out, saturate the market |

What category are you in? What would it take for you to be a Thought Giver?

## Relevance

The next factor that makes webinars work so well is *relevance*. Few people understand what it really means.

Typically, at the beginning of a Webinar (or online seminar), the speaker promises to end with a Question & Answer session.

You attend silently, not allowed to speak (they MUTE you to insure that). This is the typical guru's monologue. As they share their material, it is logical that questions come to your mind about the strategies or how to tactically deploy them. So you write down a question for the speaker to address at the end. Most speakers love to hear themselves speak and often run out of time or acknowledge they went long and in the end, Q&A is the first thing to go!

Then the speaker wonders why you didn't rush to click the order form when the webinar was over.

News flash: the presenter/trainer broke rapport with **every** attendee, the very reason why *the pitch* didn't work.

In the Webinars that Sell model, you *start* with the Q & A, then speak to the pertinent questions brought up by your clients.

Relevance is a very important aspect of value. If you do the guru's monologue and tell them something, it means only one thing.

If you use cool sales techniques and make them tell you what you want them to say, that might mean two things.

However, if you genuinely allow them to share with you through a dialogue, now that means EVERYTHING! By being at their level, understanding their world and comprehending their perspectives, you increased your ability to influence with your content.

Remember:

*Conversation over a data dump (of information)*

*Dialogues over a monologue*

*Engagement over mere instruction*

### **Subset of Relevant is intimacy**

Don't thwart the meaning of intimacy, I am talking about: get familiar, get close, have a deep understanding, strong amount of caring, handle with care and give your clients the confidence you will protect their best interest.

To accomplish intimacy, it most likely will not happen with a hundred or a thousand people in the room. To accomplish intimacy with your prospects, we are talking about small groups, less than 20.

Keeping the room small, gives you the opportunity to getting familiar with your client and building rapport with them. The amazing thing is your clients will respond to it. They will respond

because they are a part of it, not a witness to it. DO NOT underestimate the power of this type of engagement because it will build relationships in virtual settings.

## The "Magic Number" of Attendees

Think back to Webinars you have hosted or attended. It seems like there's been an attitude of "the more the merrier," right? Common sense says that you want as many people as you can get to dial into the call and listen to your presentation and pitch.

Well, common sense has you hovering at 30%-40% show rates and even lower conversion rates from those who actually bother to show up.

Maybe it's time to be a little *uncommon*.

Remember, we're in a "Connected Age." A time when conversation, engagement, and one-on-one interaction are paramount, otherwise you'll be lost in the overwhelming number of e-mails, text, posts, and chats that occur in your client's world. When you teach people, when you truly educate them, they will get lasting value from your Webinar and will be more likely to buy from you when the time comes. Thus, the last thing you want to do is create a glorified radio program or podcast where you "talk at" your audience and hope that some of it gets through.

Also, it simply isn't possible to have a one-on-one interaction with 100 participants, or even 50 or 25. When you fill the call with too many people, you'll inevitably lose a large portion of them, simply because they won't feel like you're addressing their specific needs and questions. EVEN IF YOU DO answer their questions via the Webinar's content to talking to someone else on the call, as they never had a chance to share their needs directly with you, they will "feel" like you failed to address them.

So stop trying to fill as many seats as you can. Instead, follow this rule of thumb:

### **Lucky 13.**

When you get 13 people in a webinar, it creates a real classroom atmosphere. You can speak to, and hear from, every person on the call. You can get specific. You can offer individualized teaching and advice, thus creating incredible value to EVERYONE on the call.

In addition, having 13 (or less) people on a call allows the participants to get to know each other. As you help each person on the call solve their challenge, you are creating strong social proof and building community at the same time.

These are two very powerful ingredients for building the foundation for taking your participants through each progressive step in your program.

This is just one of many critical distinctions that depart from "common" sense to create uncommon results. Here is a side by side comparison of the industry standard as I have come to know it and the results through these systems over the last decade.

| <b>Industry standard model</b>   | <b>Webinars that Sell model</b>   |
|--|---|
| 3,000 engaged prospects  | 300 engaged prospects   |
| 100 registrants for the FREE webinar   | 100 registrants (YES 30% conversion to a \$200 webinar!)  |
| 30 to 40 show up (we'll use 40)  | 85 show up (note when they pay – they pay attention and show up)  |
| 24 in attendance at end (60% of 40 original)   | 85 at the end   |
| 2 purchases (using 8%...top conversion I have ever heard of from an automated webinar) | 25 purchases (that is at 30% average, but top producers have averaged 40%, and I placed anyone who dropped to 20% on PIP (performance improvement plan)   |
| \$997 (most likely \$497 per purchase) they went from a free event to \$997.           | \$4,250 each. Using an "Ascension Sales Model" allows for that logical step to take place because they already made a decision in the hundreds so they are now ready to make a decision in the thousands. |
| \$1,994  | \$126,250   |

**That is a 5000%+ better result from only 1/10<sup>th</sup> the original # of prospects**

### **The Value of Going Virtual**

The final distinction that makes webinars work so well is that they are virtual.

Live events are often very costly, for you *and* your participants. You have to pay for facilities, support staff, materials, and more. This drives the cost up of the event for those who attend in addition to the travel expenses.

When you go online, none of that is a factor, all of these challenges disappear.

Not only do you expand your reach from a local to a global audience, a webinar is infinitely easier for people to attend. They are more likely to tune into your webinar from the comfort of their own home or office than to brave traffic or drive to the Hilton to hear your presentation.

Webinars help you leverage the power of technology for almost unlimited manageable growth potential.

Of course, it's not enough simply to know why webinars work so well. The more critical question is this: *how to do them right?*

So buckle up, because the next section will show you the “How To’s.”





## Chapter Four

### Preparation Is Everything

Now you know why webinars work. And just as with anything, the first step to executing them well is *preparation*.

In this chapter we'll cover...

- Get rid of all the tire-kickers
- How much to charge
- Create killer content
- The right tech for the job

#### Get Rid of All the Tire Kickers

The second departure from "common" sense is that webinars should be free.

Nonsense.

When was the last time you truly valued something you got for nothing? As the great Napoleon Hill put it: "Free advice is often worth exactly what it cost."

Of course, if your webinar is like most on the market (nothing more than a glorified sales pitch), you sure as hell better not be charging for it, because it's not worth the bandwidth it takes to host it.

**[Editor's Note: The above paragraph is pretty harsh. You are saying that their webinars (up to now that you are teaching them) are worthless. I would take the "you" out of it.]**

But a real, interactive, educational atmosphere, like the kind I'm encouraging you to create, is worth something. So charge something!

But that's not the only reason you should charge. It's better for *you*, too.

Who would you rather have on the call? Tire-kickers and dreamers who don't take action, who will just waste your time or a room full of prospects that have already invested their hard-earned money to be there?

**Charging for your webinar will eliminate those who aren't really serious about what you have to offer.**

Want to be more successful? **Get out of the convincing game.** Let yourself be in a room full of people who have invested in themselves to be there; who are serious action-takers; who are looking for help, who want it now, and who are willing to pay for it.

There are a several of advantages to this:

First, **commitment and consistency.** Because these people paid once, they are more likely to buy when the opportunity arises. Second, they'll be more engaged and attentive during the course of the webinar. This heightens the atmosphere on the call, and helps everyone get more out of it. Of course, this, in turn, also makes them more likely to invest in ways you can help them even further when you ask them to!

Do you spot a common thread emerging in all the principles I'm teaching you here? I sure hope so. It's these magical words:

They will be more likely to invest further.

## How Much Do You Charge?

This is an important question, one that many people leave to chance. It's as if they're throwing darts blindfolded or like the magician who straps their assistant on a spinning wheel and flings knives past their head to pop the balloon like a carnival trick. You need to set the price high enough that you weed out less serious prospects, but low enough that you don't create a barrier of entry too steep that you diminish turnout.

My current pricing is \$197 - \$297 for a one hour Webinar.

After years of testing price points in my own business, I've arrived at a magic number, NOT your ideal price but rather a minimal price -- one that when breached changed a lot: **\$100.**

Why is \$100 so magical as a minimum?

\$100 isn't enough to break anyone's bank, so you don't kill enrollment, but people respect the \$100 bill. It's my belief that even a billionaire, say Bill Gates, who makes \$300 *per second*, would stop and pick up a \$100 bill if it crossed his path.

**[When you use someone's name, it needs to be a published fact or your own belief.]**

\$100 is enough to ensure that the people who register are invested and engaged in the process. \$100 is enough to get you 80% or better show rates every single time. \$100 is enough to eliminate tire

kickers, wannabes, and whiners, so that you're left only with serious prospects who are likely to buy more. \$100 makes it clear that this is a value exchange, meaning that they're paying something because they're going to get something. This is NOT one of those weak sales pitches.

The bottom line is that if you want excellent results with your webinar, charge at least \$100 a seat. This one distinction is a serious game-changer that will revolutionize what you get from the webinar.

*(Insert Side Story:*

*After 9/11 I was selling a program with Jay Conrad Levinson, the king of free or next to free, kind of a cornerstone to Guerrilla Marketing don't you think. Well we were selling it for FREE and we did have people show up and sales were made. BUT show up was killing us. So we had to pay a guy to call on the registrants to get them to show up. We ended up on \$30 each registrant if they show up. That way we didn't pay unless it worked. After operations, merchant fees it was another \$9. (Once again I was reminded that revenue did not equal profit...that has since motivated me to master the art of profitability.) So the price quickly became \$39 for the webinar. After a while of selling the webinar through sales people one of my trained my top producer says "Hey Ted, you know if they will pay \$39 for it, they would be happy to pay more. AND I want to make more" I asked "how much more do you want" he said "well I would like to make \$60 from each webinar registrant so raise the price to \$69 and we are good." Raising the price just to pay him wasn't going to fly so we split the extra money and the price was raised to \$99 for our top producers to test. (BTW he was happy to do so because he was going from \$30 to \$60 per registration!) The closing % stayed the exact amount but the team had even MORE motivation to get them to show up because they only get paid when they show up. We streamlined it so much that I would PIP my team if they dropped below 85% show up. (PIP = performance improvement plan, meaning I would fire them if their averages were not brought above minimal acceptance levels quickly.) But something profound happened as a side effect. All of the CEO's of larger companies started to show up and the tire kickers stopped showing up for the "free stuff." The quality of prospects rose as fast as our show up ratio. I may have never learned that if I did not improve the process from the feedback of hungry top producers...they helped feed the fuel of innovation! Oh and as we hired better reps, they demanded even more, a few random expenses and profitability interests had the price climb up to \$229 over time.*

*End of side story)*

**[Editor's Note: I did not like this story, confusing.]**



## Chapter Five

### Create Killer Content

Of course, if you're charging a respectable \$100 for a seat for your training, you better have excellent content that is worth at least 5x that amount to your participants. Your next step is to prepare a presentation and create a format that over-delivers on value.

Here is a step-by-step process for putting together killer content for a webinar.

#### **Step #1: Have a Message the World Wants to Hear -- and Will Pay to Learn.**

First, you've got to have a message. And a compelling one. Here are a couple components that every killer message needs:

**An Audience.** You might be the world's leading expert on creating solar-powered calculators, but if no one is interested in creating solar-powered calculators, your message is irrelevant. Once you've determined that there's an audience, it's important that you get to know your audience well. Have a love affair with them. Know what makes them tick and why. Find them online and engage them in conversations. Read all you can about them. Ask them questions. **Knowing your audience is, perhaps, the single most important aspect of crafting a compelling message.**

**A "Big Thought" or a "Big Promise."** One of the most costly mistakes people make in putting together a message for their webinar is that they lack a major or single theme. You can have rich detail, but organize it under a single concept, what's called a "Big Thought" or a "Big Promise." I worked many themes with Chet Holmes and Tony Robbins, but eventually cracked the code with **"Double Sales In 12 Months!"** If you saw that headline would you read the ad? Yes, of course you would – every business owner wants to double their sales in 12 months.

#### **Step #2: Break the details down into principles or concepts.**

Once you have the overall theme for your Webinar, break the details down into concise principles or concepts that have a logical flow or progression. Create your content so people can feel progress. Progress is important. People who feel they are making progress are happy and happy people buy.

When breaking your content in chunks, like 12 ideas, a, b, c or an acronym, it will allow you to future pace when you will solve their challenge. Remember, you start with Q&A so they will share their greatest challenges or interests at the beginning of your webinar. You can then say

“Ok Mr. Jones, your biggest challenge in getting your business to where you really, *really* want it to be is how to get a consistent flow of new prospective clients, we’ll cover that one on #3 of the 12 areas we will cover today!”

**[Editor’s Notes: You have not explained what Future Page is in this book. Will those reading this book know what it means?]**

**Tell stories.** The best teachers in the world use stories to illustrate their points. Remember that a good story has a narrative arc, including a beginning, middle, and end. I’m not talking about writing the Great American Novel and reciting it on your webinar. I mean choosing stories that are compelling and relatable. Preferably having the happy ending is just like the experience they would have if they took the next step with you in your process.

IMPORTANT NOTE: the hero of the story is NOT YOU! That is the slippery slope of the guru’s monologue that drives you towards failure. Rather make THEM THE HERO of their own story.

**[Editor’s Notes: HOW DO YOU DO THAT?]**

**Connect your content to the people on your webinar.** In the next chapter, I’ll share a specific technique on how to solicit the specific challenges your participants are facing. When you teach a principle that will help them, you can say, “Bob, Principle #5 [The Name You Have Given It] will be directly applicable to your situation, so be sure to pay special attention at #5 and I’ll check in with you to make sure I have knocked it out of the park.”

**Know what you're going to sell.** Go into the webinar completely clear on the offer you are going to make as a “next step” for your participants. The offer needs to be in alignment with the topic of your webinar and a logical continuation of what you covered on the training. Remember: while you're there to be an educator, servant, and a thought leader first and foremost, in most cases, buying what you have to offer is in the best interest of your webinar participants. So be prepared to help them make a good decision to engage with your business further.

## The Right Tech for the Job

Once you have a solid grasp on the content for your webinar, it's time to choose technology to help you execute your event effectively. If you have clear instructions and effective tools, you shouldn't need to hire extra tech support as well as staff to assist behind the scenes.

Here are a couple of recommendations:

- I have not recommend the 800-pound gorilla that's on the market. While robust, I've found that tool not to be the most reliable.
- If the tool you are looking to use required "Screen Sharing" as the way to share your presentation, then it increases the need for higher speed internet on your attendees side. This is something you can not control and I don't like telling you to place your money making opportunities on things you can't control.
- Having your images cached in their browser is nice if you are concerned about your client's bandwidth availability.
- Internet based tools make it the most accessible. Which means avoiding the need for download and plug ins. They are barriers to entry.
- Yes flash is a plug in (think about when you tried to view it on your iPad)

(Ted, I know on the call we talked about NOT including specific names, but I think people would really appreciate getting a couple of specific recommendations, especially since we've taken the 800-pound gorilla off the table. Thoughts?)

**[Editor's Notes: I agree. The above are confusing.]**

Next, make sure you're ready to take orders! You need to have the ability to take online orders, so some sort of web-commerce solution is ideal. You'll need this capability both to process enrollments to the webinar itself, as well as to allow your participants to take action on the offer you make at the end of the webinar.

Many of my clients use PayPal or 1ShoppingCart and are happy with their services. I use

---

There are various solutions on the market that allow you process credit cards either in real time or using batch processing (batch processing occurs when a number of orders get compiled and then processed at once). While real-time processing is fast becoming the order of the day for most online merchants, I like batch processing for one reason: it allows me to offer a killer guarantee.

I tell my webinar registrants that I won't process their order until 24 hours *after* the webinar is over. If they don't feel they got all the value they hoped for and more out of the event, I invite them to send me a message or drop me an email, and they won't be charged.

This can be more compelling than a refund guarantee, because prospects don't feel the sting of money leaving their hands when they register, enrollment increases. In addition, it can have a positive impact on show rates, because now prospects understand that they have to show up and pay close attention to the value they receive if they don't want to be charged.



Of course, the right merchant solution will depend largely on the size of your company and business model, and this is just one consideration. There are several excellent solutions on the market for businesses of all shapes and sizes: do your research and you'll find the right one for you.

Once you have your participants enrolled, your content prepared, and your technology infrastructure in place, it's time for the most exciting part: the webinar itself. The next chapter will walk you step-by-step through the process of hosting a powerful, interactive web seminar.

## **How to Crush It on the Call**

This is the part where the rubber meets the road: it's time to get your webinar underway. How should you conduct a webinar effectively? This chapter will take you step-by-step through the process. We'll cover...

- When your webinar REALLY starts
- Ground rules that get respect
- Deliver your presentation with power
- What never, EVER to do on your webinar

## Chapter Six

### When Your Webinar REALLY Starts

Your webinar doesn't begin right at your "go" time; instead, it starts 15 minutes beforehand. Because you have a smaller group than most other people who host webinars, preferably a magic number of 13 participants, compared to dozens or even hundreds in other, less effective webinars, you have the chance to get to know each person individually.

You have told them to show up early to get to know each other so time enough to establish that relationship while acknowledging who is running the show. Give them a firm virtual handshake: "Good morning and congratulations on making a commitment to [insert your promise here, e.g. "build and strengthen your company by improving your skills as an entrepreneur]. My name is Ted Miller and I'll be your trainer."

Establish yourself as the leader of the pack from the get-go and start building a vibrating sense of excitement before you lay down the first bullet point.

One question I always ask participants as they arrive is this one: "What is your biggest challenge as it relates to [the webinar topic]?" This is so much more powerful than "How's the weather?" This shows your listeners you care and are interested in their success.

Push for real answers. Use this time to get to know them, their concerns, and the problems they're facing now.

During the 15 minutes before the webinar starts, **future-pace**, or preview for them, when you're going to solve their pain.

Here's an example of a common dialogue I have with participants on my webinars.

TED: Hi, Susan, welcome!

SUSAN: Thanks.

TED: Susan, we're just spending a few minutes before the webinar starts getting to know each other better. Tell me: what do you most hope to get out of our time together today?

SUSAN: Well, to be honest, I'm having a really difficult time getting people to show up to my webinars. I'm hoping you can help me with that.

TED: I'm glad you brought that up, Susan. In fact, that's something we'll cover in a lot of depth. It's the fourth thing we'll be talking about specifically today. Thanks for sharing.

This exchange lets Susan know that she's in the right place: she is going to receive answers in exchange for her time, money, and effort. And how do you think she'll respond as a result of knowing that there's something in here *just for her*? Yes, she'll be alert and engaged throughout the process. Better yet, it provides me with valuable information about what she's most concerned about, so that I can tailor my approach specifically to meet her needs.

In addition, others on the call will also benefit. Her question might be something that others on the call had the same question.

You see, the size of the group is directly related to your ability to influence them. The larger the group the smaller the interaction, which results in a smaller amount of intimacy and relevance. If you had even 5-10 more participants, you wouldn't be able to pay such careful attention to each one. As a result, they might not get the specific help they need and your sales conversion numbers shrink. With a small group, you can be a true educator and thought leader, and make a real difference.

## **Ground Rules that Get Respect**

Once you reach the start time for your webinar, it's time to shift gears and get started with the presentation. Be sure to begin promptly on time -- it establishes your authority and proves that you can be trusted, and that you respect your own and others' time.

The best way to begin is to lay the ground rules for what's ahead. Not only does this establish a strong learning environment, it helps each participant know what's expected of them. People like to live up to expectations. This establishes you as a credible authority in their minds.

Here are the ground rules:

- 1. Teach them how to "raise their hands."** In a virtual environment, we can't always see one another (although there are technology solutions that allow for web camera sharing; you'll have to decide if this is right for you), so I ask them to simply say two words, "Hey, Ted," when they have a question. In addition to providing them with a protocol that is non-intrusive, it sets the precedent that I want and expect their questions and interaction. You can use my suggestion here, or create your own.
- 2. Encourage active participation.** Tell them directly, "Look, you're not going to be lectured at here. We're coming together to learn something of value. So I expect you to ask questions, make comments, and be active in the discussion so that EVERYONE can get as much value as humanly possible."

3. **"We want this to be the best-case scenario for all."** Because the group is small enough to be manageable, this isn't some pie-in-the-sky ideal. Tell the participants that we want this to be the best-case scenario for everyone involved, where everyone has a chance to be heard, get their questions answered, and come away with tremendous value. This requires being respectful, listening well, offering honest feedback to others, and taking turns speaking. Ask for their agreement -- which means making sure you hear *each of them* say, "YES!" enthusiastically.
4. **"We need to play full-out."** This is another line I love to use: it means that this is a time devoted to their benefit and learning, and that this works best when everyone is fully invested. Tell people to stop multi-tasking, to turn off their email and cell phones, and to commit to being present and in the moment for the next 90-120 minutes.
5. **Explain the guarantee.** Finally, be sure to explain the money-back guarantee you offer: that if they don't believe they got more in value than what they paid for the webinar, you'll return their money promptly and with no complaints (or, if you're doing batch processing, you won't charge them at all). Depending on how well you can customize your webinar platform, consider including a button they can press at anytime throughout the meeting to say that they either GOT all the value they paid for, or don't want to be charged/are requesting a refund. This is a bold move that makes you appear more serious and trustworthy.

## Deliver Your Presentation

Once you've built rapport with your participants and set the ground rules, it's time to deliver the presentation you've prepared. Take the time to personalize your content for the participants in the room. Since you took the time to get to know them, you can do this now! Refer back to the notes you took in the beginning. When you're about to address one of their points specifically, point it out.

Say something like, "Now, Susan, this point speaks directly to the concern you were telling us about at the beginning of the call." Teach her the core principle, and then follow up with a question, "Does that address your concern? What other questions do you have about this so we can make sure you leave with an answer to your most pressing problem?"

Teach and educate your participants as you go. Make sure they have the answers they need. Then, once they've acknowledged that your input has been valuable, encourage them to verbalize the fact that you're creating value, solving their problems, and helping them along the way.

One question I like to ask is this: "Bob, we just solved your number one problem related to XYX. What is this solution worth to you, do you think?"

**Then be quiet.** Not only does this solidify the value they're receiving in their own minds, you're creating powerful social proof for the rest of the room. When you let your participants tell you in specific, numeric detail what the webinar means to them, it helps everyone feel more excited and invested in the education that's taking place.

Another tip is to prepare your participants for the opportunity that's coming at the end, even before you make the offer. This isn't about actually making a pitch in any sort of detailed way. Instead, future pace that a chance to work with you further will come. Say things like, "Near the end, if you are interested, we'll talk about ways we can help you even further with that or the opportunity for us to work together, Susan." This helps them anticipate what's coming and ignites a strong desire for what you have to offer.

## What to Never, Ever, EVER Do on a Webinar

Here are some massive mistakes that I see people doing ALL the time that will absolutely destroy your credibility and conversion if you're not careful.

### 1. NEVER pre-record your webinar and pretend it's live!

That's so important, I'm saying it again. *Never, ever, ever LIE by pre-recording your webinar and pretending it's live!* This is a practice I see all the time these days, and it always makes me cringe. Here's why: **[Editor's Notes: Insert a couple of why nots]**

No wonder you're not starting people into your programs! You're breaking rapport from the start. You are closing only one thing, that is a relationship, definitely not a sale!

### 2. DON'T "plant" convenient questions or pretend to be someone you're not!

People aren't stupid. Don't lie to them. Don't sit there on a webinar chat function, and act like your name is Susan (when your *real* name is Bob) asking questions that conveniently allowing you to speak to one your Unique Selling Proposition. You will miss out on a powerful opportunity to demonstrate thought leadership and create true dialogues.

### 3. DON'T put up with hecklers!

Charging admission to your webinars will eliminate most of the hecklers from the room, but every once in a while you might get a participant who is negative, skeptical, "mismatched" or refuses to play full-out. In this case, you need to address the issue head-on; otherwise, you run the risk of losing everyone else.

When someone responds in a negative or disrespectful way, the first step is to remind them of the ground rules. Say something like, "Well, Charlie, I want to stick with the commitment we made to play full out and serve you to the best of our abilities, so let me turn to the group?"

Allow the offending party to respond, but don't turn it into a one-to-one confrontation between you and him. Instead, open it up to the rest of the group and allow *them* to respond to the heckler.

"What do you think, guys? Is Charlie playing by the rules we all agreed to at the beginning of the webinar?"

Often, you'll find that the other members of the group are your allies. They'll rally to your aid to tell the heckler that he's out of line -- and it's much more difficult for him to argue against several people than it is for him to lash out against just you.

In a majority of these cases, they'll intervene and actually help the heckler resolve his concerns or re-adjust his attitude. Every so often, though, you'll get a real stickler who won't be reasoned with or helped. If he can't be won over, don't let him stay. Invite him to leave.

Say, "Charlie, you know, I don't think we're being helpful to you, and it's disrupting the environment for the rest of us. Why don't you say goodbye now, and you can email me later about a refund?"

You'll be amazed at how this sort of response will earn the respect and admiration of the others on the call. If there were any other participants on the fence, this sort of bold response has a tendency to win them over and create a powerful sense of belonging with the rest of the group.

Remember: one bad apple spoils the bunch. Have a plan in place to eliminate bad apples and protect the integrity of your learning environment.

So now you know what to do and what NOT to do on your webinar. Keeping these guidelines in mind when creating your event will help you produce a successful and valuable experience for all of your attendees.



## Chapter Seven Make Your Pitch

*"Just Ask, Ask, Ask!"*

*Jack Canfield*

NOTE: At some point in this chapter, it might be neat to give them an actual closing script that you use. Thoughts?

**[Editor's Notes: I would put the scripts in Chapter 10 – Your Action Plan]**

Now comes the critical moment. You've invested your time, energy, and resources to get your prospective clients this far, it's time for you to offer ways to help your participants even further. If you believe in your product or service, you have a moral obligation to enroll them into your offering.

This is the part that most webinar hosts dread -- the sales pitch. Their stomachs clench up, their jaws tighten, their palms sweat. But if you've done your job throughout the rest of the webinar, this is a natural, low-pressure extension of the trust and rapport you've established throughout.

After all, throughout the webinar, you've provided them with specific, individualized instruction and education that is directly relevant to their situation. You've helped them solve their single-greatest challenge related to your product or service. You've asked them to confirm that they've received great value, and have even had them quantify for you and the entire group the benefits they've received.

What's more, everyone else on the call has had a similar experience.

You have positioned yourself as a thought-leader and expert who really knows your stuff. You have shown that you can help people who are looking for answers related to your area of expertise. Best of all, you have shown each person individually that you can help *them*.

In addition, you've let them know throughout that this is coming, with little hints along the way: "We'll talk about ways we can help you with that even further, Bob, " or "In a little while, I'll show you how you can get more support putting that initiative into play."

In other words, by this time your participants are brimming with excitement, new ideas, hope, and anticipation for what you have to offer them.



## Make the RIGHT Offer that Brings Greater Value to Their World

On a webinar, be sure that you have more than just one offer to make. Have three offers:

- A high-priced,
- Medium-priced, and a
- Low-priced version.

Sell top-down: start with the highest priced version first. And talk about it with passion and conviction. Tell them exactly what they get, what the main benefits are, and why they ought to consider the highest priced version.

Your objective is to get them salivating for your top-of-the-line offer BEFORE you reveal that there are additional options. You want them to be saying to themselves, "I can't believe this, but I'm seriously considering dropping \$5 or \$10 grand with these guys right now."

Then, move into your mid-range and low-end offers.

The majority of the time, people will gravitate toward the mid-range offer. But often you actually *will* end up selling that high-end package, and there's no sweeter feeling.

In addition, be sure to offer a payment plan. Lowering barriers to entry is one of the most important sales principles on the planet, and a webinar is no exception. The easier it is for people to get in, with a smaller outlay of cash, and reasonable and evenly-spaced payments, the more likely they are to take you up on a higher-end deal.

## Explain the Law of Diminishing Intent

Explain the Law of Diminishing Intent by simply sharing the definition: The longer you wait to do something, that you know you should do now, the greater the chance that you'll never actually get it done.

Remind them that they know they need to take action -- that they've told you themselves how the action will benefit their businesses or lives -- but that if they don't act today, eventually they'll continue on as they have. This is their chance to seize this opportunity by the horns. Challenge them, as their teacher and leader, to be decisive in moving forward today.

## Keep People On the Line as They Make Their Buying Decision

**TED: Need a little help here. Does this mean asking each person individually if they're going to buy? Does it simply mean having them stay on until they make a decision one way or the other?**

## Make Ordering Extremely Easy

The first thing you want to do is know your outcome.

- What do you want your listeners to do?
- What action do you want them to take?

It is absolutely imperative that you know exactly what you want them to do and that you can easily tell them what to do next to continue working with you.

I'm sure you have experienced the agony of a poor sales process. You are ready to order and it is impossible to figure out the next step. Do you call another telephone number? Is the next step to type in a new URL to get to the order page?

This might sound like a no-brainer, but you'd be surprised at how many people fail to have a really simple ordering process ready to go in advance.

If you don't provide a way for your participants to make a buying decision on the spot, you will lose sales. Guaranteed.

Have your order page set up before you go into the webinar. Then, create a vanity link that is easy to remember using a re-direct or bit.ly. This should be a very simple, one-click process. The more your customers have to click, the fewer sales you'll close.

**[Editor's Notes: You need to explain "re-direct" and "bit.ly"]**

Make sure your order page is secure. If you use a reputable third-party payment platform, such as InfusionSoft or 1ShoppingCart, your customers will be able to see clearly that the order form is on a secure, encrypted server. This will increase conversions as well.

## **Reap the Rewards of a Job Well Done**

By this point, if you've done your job right, you'll get to sit back and enjoy as about 50% of the participants you hosted on the webinar whip out their credit cards and take the next step with you and your company. Not bad for a couple hours of work.

The great news is that you have created your Webinar, content, offer, Sales Process and have built your machine. Now, with practice and the right marketing, this machine will generate as much revenue as you want. Congratulations!

## Chapter Eight

### Steps to Success

As the first part of our journey together, I want to summarize everything I have shared with you in the previous chapters. I want to make sure you understand the most critical parts so you can be empowered in your business to host effective, profitable webinars that skyrocket the sales of your products and services.

First, I hope you realize that webinars are the most powerful selling tools on the planet. Because of our culture's shift to the Connected Age, they provide a remarkable opportunity to engage your prospects one-on-one, establish yourself as a true educator and thought leader, and build a base of raving fans who love what you do and what you offer.

In this ebook, I taught you powerful strategies and important distinctions for creating webinars that sell. You learned...

- Why webinars such an effective medium for interacting with people and making sales;
- How many people you should have in each session (remember the lucky number 13);
- The benefits of charging \$100+ per seat to your webinars;
- How to craft a compelling message that speaks to people's hearts and minds;
- The kind of technology you need in order to run a successful webinar;
- When to arrive the day of the webinar;
- How to lay ground rules that will establish your authority and get the respect and engagement of everyone in the room;
- Secrets for connecting your webinar's content to each participant's real, on-the-ground wants and needs;
- How to get your participants *telling you* the benefits of working with you in solid, tangible terms;
- What never, ever, EVER to do on a webinar;
- How to deliver an effective sales pitch;

You have a goldmine in your hands. If you take these strategies and put them to work in your webinars today, I have no doubt you'll begin to see better success immediately. Use the Webinars that Sell Success Checklist on the following page to guide you through the next steps.

## Webinars that Sell Success Checklist

- ✓ Prepare your webinar content
  - Know your prospect
  - Determine your "Big Picture" or "Big Promise" theme
  - Break the details down into core concepts or themes
  - Add stories
  - Create your offers
- ✓ Get the appropriate technology
  - Choose a webinar provider
  - Get your merchant account/online payment processor established
- ✓ On the webinar
  - Arrive 15 minutes early
    - Build rapport
    - Ask: "What's your number one challenge?"; push for real answers
    - Future pace when you'll solve their pain
  - Lay the ground rules
    - Teach them how to raise their hands
    - Encourage active participation
    - "We want this to be a best-case scenario for all"
    - "We need to play full-out"
    - Explain the guarantee
  - Deliver your content
    - Whenever possible, tie it back into the information they shared with you at the first
    - Open it up for questions and interaction
    - Have them provide feedback and *tell you* what the education is worth to them
  - What NOT to do
    - NEVER pre-record your webinar
    - NEVER "plant" questions and engagement
    - NEVER put up with hecklers
- ✓ Making the Pitch
  - Sell top-down
  - Offer payment options
  - Explain the Law of Diminishing Intent
  - Keep people on the line as they make their buying decisions

## Chapter Nine

### Taking the Next Step

#### **Want to get there FASTER?**

The truth is what I've shown you is just the tip of the iceberg. There are hundreds more shortcuts, distinctions, little-known tips and tactics I'd love to teach you about how to implement these principles for a webinar system that runs like clockwork and produces thousands of dollars in revenue for you each and every month.

So consider this book your first glimpse into what could become the sales machine of your business and how YOU can skyrocket your sales with this incredible marketing process, faster than you probably realize.

#### **That's why I'd like to invite you to see it in action for yourself.**

If you're ready to take what you've learned here and turn it into serious profits in your business, why don't you schedule your own interactive educational experience with TM3?

The Webinar, entitled *TITLE*, will give YOU the chance to receive additional training and instruction, ask any question, and perhaps most importantly, watch me implement every single strategy I've shared with you here so that you can shortcut the learning curve that took me years to complete, and become a master of the Webinar in a few short steps, in matter of weeks.

If you're ready to shorten your sales cycles, create hot, hungry prospects ready to buy, to harness the power of the webinar in YOUR business right now, then there's only one thing left for you to do.

Click the link below and register for the next *WEBINAR TITLE* today.

Of course, because I believe in delivering solid value before I collect any money, I want to make you a special offer: the opportunity to "try before you buy."

Maybe you are on the fence about webinars or not sure if my system is really all it's cracked up to be. Maybe you doubt your ability to attract attendees or close sales.

Whatever it is, I think you deserve a real shot.

So here's what I'm going to do: because you're a reader of *Webinars that Sell*, when you register for *WEBINAR TITLE*, I won't process your order until 24 hours AFTER the webinar ends. Use that time to evaluate the entire experience. Review the material, tips, and advice you'll receive.

Decide once and for all whether doing webinars this way is right for you.

If it's not, simply let me know within 24 hours after the end of the webinar, and you won't be billed for a single penny -- period, end of story.

I don't think I could be any fairer than that.

So here's what you do.

Go to LINK.

Follow the instructions on the page.

Then let my webinar system revolutionize your business.

Please. Don't wait to get started. The Law of Diminishing Intent is in effect: you must ACT NOW if you want to reap the rewards in your business and life.

Head over to my site immediately and register for *WEBINAR TITLE* at [www.NAMEOFSEMINAR.COM](http://www.NAMEOFSEMINAR.COM). You'll be glad you did.

I look forward to working together for your success!

To your success!

Ted Miller, III  
Webinar Conversion Strategist

## Chapter Ten Your Action Plan

### **Get Started Today**

Step #1: X

Step #2: x

Step #3: x





## Notes, Ideas & Research

[A couple of pages for notes and journaling during webinars.]

## Book Cover & Publishing Ideas

- Book Title: Webinars that Sell!
- Subtitle: Creating a Sales Vortex™ with Web Seminars
- Glossy Hard Case Cover (adds value to the book)
- Unique size (7 x 5 or 7 x 9)
  - Use as a guide so reader can write in it
  - Make the book an ongoing reference guide – something the user refers to EVERYTIME they do a “Success Webinar that Sells”
  - They can keep adding notes as they create new events – this is their “Bible” for Webinars
- Get this domain for the electronic sale of this book, workbook & audio program
- TM this name
- Back cover:
  - Questions engaging reader
  - 3 benefits
  - 3 testimonials
  - Ted’s Photo
  - Short Bio
- Raining \$\$ in the background (watermark)

### Testimonial:

*“This is the very best work I have read on Webinars. Ted teaches and demonstrates each step in his process with real examples, scripts, absolute musts and critical don’ts. This is truly a powerful tool to double, triple your business. Thank you for sharing your extraordinary process! Bravo Ted!*

*Ann McIndoo*

*Author, Speaker, CEO / So You Want To Write!*

## Workbook Ideas

- Use the Table of Contents for topics
- Exercises for each Chapter
- One or two questions about what they want
- How will they do it
- What steps are they going to take to implement their next Webinar that Sells?

## Syntax for Audio Program

- Audio #1: Creating Your Webinar: What is your outcome?
- Audio #2: Creating Content: Organizing Your Material
- Audio #3: Logistics: Website / Meeting Place
- Audio #4: Marketing: Inviting Listeners to the Party
- Audio #5: Sales: Your Pitch / Sales Process / Orders & Payments
- Audio #6: Follow Up: Everybody Happy? Fulfillment / Upsells

### **Logistics of Program**

- 30 minute audios with instructions for each session
- Online – downloadable