



RECIPE BOOK

The Webinar - Version 1 (Selling Through Teaching)

Summary

Webinars are a fantastic way to showcase software—not just because it’s video, but because it’s live, too. You can teach and give a live demo of the software, all while building a strong relationship with very warm prospects at the same time. You’ll teach 99 percent of the webinar. Because of your demonstration and use of the tool, it will become something the audience wants. Registration for the webinar also helps you get more email subscribers so that you can follow up afterwards, too.

What You’ll Need

- Affiliate link for software. If not, make sure you have a way to track affiliate sales, previously discussed with the company (i.e. a coupon code).
- Webinar registration page.
- Webinar software where people can watch you live (Zoom.us or Demio.com are my top recommendations).
- Forty-five minute value-based presentation based on an outcome.
 - “How to ___” is always a great structure. For example: “How to Get Your Next 1000 Email Subscribers.”
 - Obviously, you’re going to use and demonstrate this software. However, don’t start with that.
 - Here’s an example of how I’d recommend structuring your webinar:
 1. Welcome and Introduction
 2. State the problem / pain / need. Have it relate to the audience (storytelling is great here).
 3. Share the steps in the process to solve the problem.
 4. In one or more of the steps, share the FREE methods that you once used to solve the problem. Demonstrate these, if possible.
 5. Share the easier way to do it through demonstration of the software. This will look great against the more tedious, free methods you just shared.
 6. Teach all of the other steps in the process, if applicable, to help them achieve the desired outcome.
 7. Remind people where and how to get the tool through your affiliate link.

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Directions

Step 1: Select Webinar Date (Wednesdays or Thursdays work best. 5:00pm PT is a great time, because you get people who are done with work on the west coast, but done with dinner on the east coast). Call it something like a free training or workshop, because that's what it is!

Step 2: Set up webinar registration / landing page. Include clear date and time (don't forget timezone!), and exactly what they're going to learn.

Step 3: Promote webinar registration landing page beginning 2-3 weeks before the date.

Step 4: Send emails reminding registrants of date/time/link to join.

- 3 days prior
- 1 day prior
- That morning
- 1 hour before the webinar begins.

Step 5: Conduct webinar and record it.

Step 6: Day after: Send recording to entire email list. It's teaching; you're helping them out! Make sure to include a (affiliate) link to the tool that you mentioned, and any social proof (i.e. people saying on the webinar that the tool looks awesome, or maybe someone who has it already and loves it).

Step 7: Upload the video to YouTube.

Step 8: If you have a blog, create a blog post summarizing the training and embed the YouTube video.

Step 9: Include training in the follow-up sequence in your email autoresponder, if it makes sense.

Step 10: Don't forget to mention this training naturally whenever this software, or the outcome, aligns with regular content that you create.