

"The Robert Plank Show"



Episode #007

How to Run a Webinar to Multiply Your Income and Profits

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We're going to be talking about how to run these crazy things called webinars. This is something that I really owe a big boost to my income to. It's something I'm doing for several years. At the time we're recording this, I think, wow, almost four years now. Actually over four years now.

A webinar is what we call a web seminar. It means that you are presenting something to someone streaming over the internet live. What I'm going to be talking about with you today is using a webinar with a service called GoToWebinar. This is where you don't share your web camera, you don't show your face. You show your computer screen, you speak out your voice, and it's 100% live. It's right there on the spot.

Live GoToWebinar Presentation

I know there are other services you might have seen, Ustream stream or a Google+ Hangout, or Adobe Connect or Microsoft Live Meeting. We're not going to even bother with that. We're talking about this thing called a webinar, a GoToWebinar.

You can do an online meeting where everyone is equal and everyone can talk. But in a webinar, you are the only person who is un-muted. It ends up being a really, really cool way to sell more products, to make products, and in any way generate concept. Because what you can do is bring several people on to this live webinar.

These are called your attendees and you are the presenter. They can ask questions. They can type questions on the question box. I don't un-mute people on webinars, but your attendees can type questions on the question box while you bring up a presentation.

Most of the time, we're presenting a PowerPoint presentation. We are showing our screen. We're showing bullet points. We're showing graphs, pictures, and things like that. We can show anything on our screen. We can bring up a browser window. We can demonstrate a piece of software. We can draw on the screen.

Just to keep things simple, let's talk about "demonstrating something." Let's say that you are running a one-hour webinar on how to secure a WordPress blog. That's a pretty hot topic right now. You could have a one-hour webinar where you're showing four different ways to lock down a WordPress website using free plugins.

You can be presenting this. You have your PowerPoint presented. Every few minutes you exit out of that PowerPoint and drag your browser window onto the screen. You do this and that with WordPress, and you show people how to get something accomplished, how to solve a problem. What you might end up doing is every now and then only glancing over at the question box if someone has an answer, maybe working in the questions, maybe not. Someone needs something to be repeated, you can repeat that.

You're spending this one hour showing four different ways to lock down a WordPress blog. You might need to pause for a second if you need to do something off screen like fix a password. You might end up clicking on the wrong screen. You might say, "That's okay."

The reason is, because this is for me, at least a way to get myself to become a better speaker, a better presenter. I keep telling myself that if I'm showing someone how to secure a WordPress blog in person at an offline seminar, conference, and events, there is no do-over. There is no pausing. It's live anyway.

Why do we do this live? For a couple of reasons, because first of all, you actually get it done. We're talking about how to use a webinar for pictures, to sell things, to create one-off products, so to create a one-hour video course. I had to create a multi-week class as well.

When we want to start and make a one-hour video, we can schedule it here and there. We might put it off to later. If you do it live, people are there live, you are letting those people down if you don't show up, if you don't finish. There's no stopping or doing it later. You have to get it done.

It's really awesome because if these people follow along with you, even better. They get results as well. We're doing, in this example, a one-hour webinar showing people how to secure a WordPress blog. We're using a service called GoToWebinar.

By the way, I can hook you up with a free account by going to WebinarCrusher.com. This is a service where you can schedule a webinar. You say that I want to schedule a webinar on this specific upcoming time and date.

The way I like to do it is I schedule it at the top of the hour, at around number 2 p.m. or 3 p.m. I'd like to schedule them in the middle of the week that's because I've talked to my subscribers. I've asked them what day is best, what time is best. At least, for me, my subscribers prefer Wednesday at 2 p.m. Eastern. Most of them actually tell time in Eastern Time as well, even though I don't live any certain time zone, they do. That's how I tell time with them.

I schedule with this webinar session using GoToWebinar. GoToWebinar generates what's called a registration link. Maybe if you attended a webinar in the past, there's a link to click on that says "Go to meeting.com" with a bunch of numbers at the end. People click on this, and they fill in their first name, last name, and email address.

Now, they are registered for the webinar. When that Wednesday at 2 p.m. Eastern rolls around, a few minutes before, you start the webinar up and they can come and join, and then they can see your computer screen or at least the part of your screen you want to show them. When you start talking, then they can hear your voice.

What you run GoToWebinar, and in addition, we use a special tool called Camtasia Studio. This is \$300, comes with a 30-day free trial. This is a super valuable tool because it will allow you to record your webinar session.

This means that when you are helping people out and showing them this one-hour training, if someone misses the call or they miss part of it, or they want to reuse it, now you have a recording, you have a replay. You know what? We use words like recording or replay, that's boring. Let's say that you're now recording a product.

A really good business model that my friend Lance Tamashiro used to use when he first got started was he would have a small audience, an email subscriber list. He would say, "At 2 p.m. tomorrow, I'm going to be showing you how to set up an opt-in page, how to do this list building thing. It's going to be at this time, in this state. Here's the link to register. Show up, it's free," and he might get even 10 or 20 people.

He would run this thing live for the same reason that some TV shows film in front of a live audience because the energy is there. The audience adds a little bit to it. Of course, we can't hear the cheers on the webinar, but if someone has an important question that fits in what he is saying, he can work it in. Obviously, if someone comes in and starts typing in a bunch of nonsense questions, he's not going to ignore that.

Important distinction is that as the presenter of the webinar, you are the only person who can see the questions that are typed in. This is really important because people can't chat back and forth. You are the presenter. It's like when you're on stage at an event, you are the person on stage presenting this webinar.

The Point of Running Live Webinars

Let's talk about this example once again, the one-hour webinar on the "Four Ways to Secure Your WordPress Blog." What's really the point of this webinar? We said that Lance might use it to create a product. He'd record it online for free, and later on, package it into a product. This is what ends up being really cool about a webinar is that... Let's skip ahead to that part.

You can use a webinar to record a product. I definitely would say that in using a webinar to record a product, do your best to keep it at about a one hour length. Don't use a script because when I'm talking to you right now, I have a basic idea of what I want to talk about. I have a couple of bullet points I'm working off of, but on the large part, I'm talking off the cuff. The reason for that is because if you're going to script out every single word you say, you might as well write something down. There's no time for that.

You need to get to a point where you're at least a decent speaker. Some of us aren't going to be world class speakers, but you should be able to string a sentence together, speak from the heart, and present something to a group of people in the same way you present it one-on-one.

What really helped was, if we make it a point to run at least one webinar a month, minimum. This might be a free webinar like we've been saying. It might be a paid webinar. What worked well for me early on is, I would sell what we call an e-book, PDF report, things like how to write a sales letter, how to set up a WordPress blog, how to add these things to your sales letter, that thing.

If I wanted to maybe update that training or create a bonus, I would email just my buyers. I would say "You know what? A week from today on this exact date and time, we're going to do a bonus session. Send in your questions if you have them ahead of time. We're going to be showing you this, this, and this. It compliments a product very well." That's pretty much my plan.

I would show up and I would present what I was going to present. Within that hour, I might glance at the question marks here and there. If someone had something important to say obviously I'm not going to read off every single person's name or every single person's questions. But, if the question fits, I'll work it into my training, record it, and now I'll make a nice little bonus.

That's a really good way to create an information product. A video product is to run a live webinar session, get even a handful of people to show up. If it's your buyer, it's even better. Record it, and now you have a video that you can place inside a member's area or at a download page. That is that.

Now, let's get into the scary area of webinars which is what's called a pitch webinar. This is where you run free live events. By event, I mean, online one-hour webinar. At the end, you sell something.

"No Pitch?"

I know a lot of people act like they hate it, but in reality, I think, they're just scared. It might be my opinion, but I think they're scared. I think they're lacking confidence. There're a lot of really gross generalizations that go into play. Here's what I mean, is that people say, "You know what? I don't like attending webinar. I don't want to run a webinar. All they try to do is sell you something."

You know what? You're right. They try to sell you something. If you do a good job, they earn the right to sell you something. The same thinking for these people goes into play for conferences, for offline events. "I don't like to go to the seminars... It's a no-pitch seminar where no one is allowed to sell me anything."

The problem with that is that if someone at some stage talks to you for an hour, for 90 minutes, for two hours even. They teach all the stuff. There's only so much someone can teach you in an hour or on stage.

If I'm telling you about sales letters, how to do all this copywriting. At the end I say, "Okay, great. Bye." I'm doing you a disservice because I gave you a little bit, but not enough to go out and do anything. I'm not giving you a complete course. I'm giving you what I can in an hour.

What we do, if you're doing your job right is you give people some information. At the end, you say, "Here's how to get more of the same from me." To use a term I really don't like, here's some continuing education.

I've been to a couple of these no-pitch events. I've seen some of the recordings of these no-pitch events, and what ends up happening is that in the end, every single speaker ends up sharing their website, anyway. Some of them actually share a product. Some of them have to say, "Here's my blog. Here's my email address. Here's my phone number. Here's my Twitter username." You end up promoting yourself anyway, why not just present something?

You know what? If you're presenting something on stage or presenting something on a webinar and no one buys, who cares? It's not the end of the world. Zero people buy our product, maybe it's about the audience or maybe you have to do better next time.

I really would like if you could get this whole worrying about a pitch press idea out of your head and be a marketer, because even if you're in some other niche, we all have to find a way to be marketers.

The webinar students that I'm most proud of, there's a story border, there's a guitar person, there's a carpet cleaner, there are a bunch of health coaches, there are relationship self-help people. They're in all this different areas of the internet, and they run these free one-hour calls.

They demonstrate value at the beginning. They title their webinar how to... blank, how to do something, how to secure your WordPress blog from hackers. Because you titled that, first of all now people want to sign up if they want to get this problem solved. You've got a target audience because you call it, how so whatever, you actually have to show a few things.

Now that you've demonstrated these four easy ways to fix your blog, now I have a plugin to sell you that will do all that for you. Now, I have a course to show you where you can lock down even more and make your website work even better now that it's fully secured. There's always a next step. If not, you need a better product to sell.

I was talking earlier about running to have, pitching a product. When we have this webinar where someone pays money up front and then we create a product, it's okay to go a little bit over. It's okay to do a one-hour, 90-minute, or two-hour webinar. With a pitch webinar, we have to be a little more careful in the same way that if you've ever created a sales letter.

If you've ever tried to sell from the webpage, you have to go back later and make sure you're really careful with what you say and how you say it. The translation to this for webinars is when you're running a pitch webinar, limit it to an hour. If you can even do better and make it 55 minutes it's even better, but you want to be very careful because at the end of that hour people are going to start dropping off. Now, if we're recording a product, that's fine because people get the recording.

What's great about a pitch webinar is that people are ready to buy. If someone actually goes out of their way to put you in their schedule, remember to show up, stays for the whole hour. That is a red hot lead. I've had many products where I keep emailing, emailing, emailing don't hit that many sales. I demonstrate a live webinar and they can hear my voice. They can see me do things live. Now, that gets them to buy.

Every time I launch or re-launch a product, it's on a pitch webinar. I've had webinars where I've been able to close over half of that audience on a high-ticket product. I think on a \$500 product once, we sold over half of the attendees on this... I hate using numbers, but I think it had about 70 people on the call and over 35 of them bought this \$500 package.

I've also run webinars with only 10 people in them. I've run webinars with 100 people in them. It depends on who you can get to show up. About a third of the people who register will actually show up.

Let's use some Math here. If you built up an email list, a Facebook fan page, joint venture partners who can email for you. Let's say that if had 1000 clicks to a GoToWebinar registration link, I don't know why, but for some reason about half of them will actually register. I've done it. It's about 50% opt-in rates. About 500 people registered. Out of this 500, one-third will show up. What is it, 125? No, 166. 166 of people will show up.

Once you have 166 people who stay with you. Let's say there'll be a little bit of a drop off. Let's say that at the close, you have maybe 130 or 120 people. That sounds about, right? Now, it's up to you on how well you sell them.

Thinking back, I would say that on most webinars, we have at least \$20 per attendee. That means that the way that it worked out where number of sales, price form of the product. On average, we made about \$20 for every person who showed up. Using some of that Math that would be about \$2,500 or so running that one-hour webinar.

I'm not claiming or guaranteeing, or any of that stuff that you might have the same kinds of results. You do your best to get people on the call. You demonstrate value. Show your product, teach a few things, and at the end transition into what are this that you're selling. Explain why this product itself is important. Hopefully, you've been leading up to that and earning their rapport.

The Webinar Close

As you demonstrate this, show people the pieces of the product. What are the modules? What are the features? What's the total value? You total up.

If module one is worth 300 bucks, if module two is worth 300 bucks, if this bonus is worth 500 bucks, what's the total value? Say \$3,000, but today, you pay just \$39. Here's the URL to go to. Open up your browser, do with them, and tell them "Do it right now," and end the call.

Don't go on forever. End the call at about an hour. Record it. Now you have a replay. Maybe in a day or two put that video on a web page and send people to it. See if they buy. If they don't buy, maybe the product is not a right fit. Maybe you didn't hit the right hot buttons. At that point, you adjust.

We didn't really have time today to go to the exact webinar selling formula. You might hear a lot of people saying "What you need to do is do this fake webinar and have it all automated. Put up this countdown timer for that."

I really believe that you have to get good at selling. I'm not saying I'm the best salesman in the world or anything like that. There are certain things that you get good at, the more that you do them.

What you end up doing is figuring out how to make things exciting. Even we keep saying "WordPress security." That's not exciting, that's geeky. That scares people because they're worried about breaking their psyche.

But, if you can say, "You've tried watching these videos, doing these articles, using this plugins. This didn't work, this didn't work, this didn't work. I'm going to make it very simple for you. I'm going to change your way of thinking. I'm going to be your knight in shining armor and fix your problems." Now, people are going to love you for that.

You know what too, I keep saying, if you run this webinar and you don't get as many sales as you want or no one buys, who cares? You built that relationship with your subscribers. You got better of being a presenter. You had fun. If you did it, right? You have your recording. Pretty much, you get on.

What you want to do is for about 45 minutes out of that hour is that's your teaching part of it, your teaching component. The final 15 minutes that's what you call your pitch. That's what we call your close.

What we want to do is, in that 45 minutes, build up so much rapport that we don't really have to hardy close them, or use all these slimy techniques. You might add some things because it's fun. Doing what we said before building up the value and dropping the price, that's so fun. Opening up the web browser and being proud of what you have to sell and offer, that's fun.

Forty-five minutes teaching, 15 minutes of pitch, and that's it. I do my best to repeat that URL. Send them somewhere at the end about seven times. You put it in your exact PowerPoint slide.

Now, that I've shown you these four WordPress tips, here's the product blah, blah, blah. Go here to wpsecurity.com. You show it on the slide. You say "You'll get this, this, and this. Here's the price. Go ahead, do it right now."

Spell out that URL, "Here's w-p-s-e-c-u-r-i-t-y.com. Bring open that web browser. Type it in. Scroll at the bottom of the page. Click that order button that says, "Buy Now: Just \$97." Do it with me. You need to get that WordPress blog secured. Let's do it right now before someone hacks into it.

"Even in the past, if you've tried to do it yourself. You've tried to pay someone to lock down your blog, you tried to piece it together, or the training, it didn't work. I'm going to get you do it right, do it fast, and do it easy with where you can repeat over and over again."

WWHW: Why, What, How-To, What-If

Forty-five minutes of teaching, 15 minutes to close. Now, what is going to be in your webinar presentation? Well, for this, we use an acronym WWWH. This isn't like what would Jesus do. This is why, what, how to, and what if. These are going to be the different sections of your hour.

We said before, 45 minutes teaching, 15 minutes of pitch. The pitch is the "what if." You've shown them how to fix a WordPress blog. Now, what if you were able to also do this, this, this, and this? Now, here's the product to do this. That's going to be your final 15 minutes.

Now, we don't want to jump in and start opening a WordPress and doing all the serious stuff. You have to explain why this is so important, who you are, why this concerns you, all the good stuff. Let's say at the beginning, let's limit that to five minutes.

Let's say you're running a short webinar at 2 p.m. Eastern, from 2:00 to 2:05 about. We don't want to be exact on this. Plan for about five minutes, maybe one or two slides about why WordPress security is so important and why they should listen to you.

You don't have to tell them your whole life story. That's a problem with some presenters is there are 100% pitch. They spend half the call showing their house, showing their car, explaining their life story. I know, I've seen that too. You don't want to do that. That's what gave webinars and selling a bad name.

Five minutes on the why. What does that leave us? That leaves us with 40 minutes in the hour. That leaves us with 20 minutes for the what, 20 minutes for the how to. That works pretty nicely.

Five minutes of the why. Why should they listen to you? Why is this important? Twenty minutes of the what. This could be, what do hackers do to get into a blog? What can you do to solve it, to protect yourself?

We're not showing anything yet. We're going to this PowerPoint slides and explaining it. Give people the 100,000 foot view. Give them the big picture so that when you do show this in a few minutes it will all make sense. In there we have 20 minutes where we actually show them this.

If you ever look on YouTube, look for this guy named Billy Mays. You've probably heard of him. He's the OxiClean guy. Not the ShamWow, but he does Zorbeez. He's dead now, but he was an infomercial salesman. He got really good at these 2-minute presentations. He'd mop this thing up and it would look really cool.

That's what you want to do, the webinar version of that where you do something live and it's really cool. It's a magic trick because you can talk all day long, but if you actually show people something, it's awesome.

A good example is, I've a product called [Backup Creator](#). On a webinar, it's a backup and restores a WordPress blog. Pretty cool! If I'm presenting a course on article writing and transcription, I will create an article right there live on the call. That's the "how to" part.

Once again, someone's going to want to know this. One hour, five minutes of the "why is this important," 20 minutes of the "what do you need to do," 20 minutes of the "how to" will just amaze them. This transitions into now, "What if you could do this, this, this and this. You're in luck. Here's my product. Here it is. Go ahead do it right now. My name is Robert Plank. Thank you." Close that webinar.

No FAQ session. No Q&A session. No going for three, four, or five hours. One hour and it's done. That's all the information they need to know. If you left things out, fine. Next week or next month run a similar webinar to the same audience and present in a better way.

I use webinars for everything in my business even in our weekly meetings. Webinars are great also to sell people in this pitch webinar into a four-week class. That some people ended up \$40 video course.

What if you said, "For \$500, we're going to go through everything there is to know about WordPress. We're going to show you how to set up a WordPress blog, how to generate content, how to get traffic, how to write for others, how to make sales on WordPress, how to get leads from WordPress, the whole complete system. It's a brand-new course called, 'WordPress Copywriting'" or whatever it is you want to call it.

You pitch that on a live webinar. You have a membership site where you meet once per week. Every week you pose a link to this week's webinar a couple of days ahead of time. Everyone meets and each present.

What it is you're going to present that week? Have everyone make and go and ask questions. It's a little more relaxed because they pay to get in there. You might spend a little bit more than an hour presenting each module. At the end, give them an assignment, put the recording in the member's area, and now you have a course that you can sell over and over again.

Cover quite a few things in this weeks' episode called "How to Run a Webinar to Multiply Your Income and Profits." You use a webinar to generate a product because you present something live to an audience, record it, and now you have a video. You can do this even as a weekly class or one off or even do this for free, and record your product pitch. Have your five-minute why, 20-minute what, 20-minute how to, and 15-minute what if.

I've done thousands of webinars and I've sold millions of dollars worth of products on different webinars over and over again, because it works, because I get better every time I do it and have fun every single time.

You should run webinars too. You can go ahead right now to webinarcruiser.com to claim your free GoToWebinar account. We meet with you once a month on a group coaching call to answer your questions, to share the most recent happenings with webinars. You get my webinar opt-in plugin. You'd get recordings of all my past pitch webinars. You'd get all my PowerPoint presentations, my webinar training. It's complete course that's all in webinarcruiser.com.

I hope you enjoyed today's call. That was once again episode 007 "How to Run a Webinar to Multiply Your Income and Profits." Go to webinarcruiser.com. To get your mentioned on the Robert Plank Show, just go to robertplankshow.com. Like us on Facebook, and I'll mention your name.

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Go ahead to webinarcruiser.com. Talk to you next time.