"The Robert Plank Show"

Episode #015

How to Run a Webinar Class to Create Instant Information Products and Make Recurring Money Online Using GoToWebinar, Camtasia, & PowerPoint

Today we're going to cover how you can use this thing called a live webinar to create information products that make you money before you create them, as you create them, after you create them, and over and over again.

As someone who wants to make money from the information you have, this is the best, the fastest and the most profit-producing way to make money from your knowledge and create these things called information products.

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You have a skill. Let's say that your skill is street fighting, and you want to teach others how to fight in a certain way where they can defend themselves. You can only teach so many people one at a time.

What do you do? You might have heard that you can create a book, create a product, which is fine, but it takes a while.

You might have heard that you can record a video of some kind. That takes a while, and maybe you're not sure how long it will take, or maybe you'll do it over, maybe you'll create 30 or 40 videos which takes a while. But what we're going to talk about today is this better solution, a four-week webinar class. Sometimes it goes to eight weeks, but most of the time four weeks will do it.

Specialized Knowledge

Any kind of skill that you have to impart, if you can spilt them up into four distinct pieces or modules, it becomes a lot easier to cover. You might have heard about my "rule of three," where any problem you have can easily be broken down into three parts. This kind of applies here. In a webinar class, you're going to have your first three modules, and then you're going to need a wrap-up module and fill in all the things you forgot about. A four-week module.

Off the top of my head, a couple of classes we've recently run using live webinars were called "Setup a Fan Page," which taught Facebook marketing. We taught how to create a fan page on Facebook, advertise, and get one-cent clicks on Facebook.

Another one was called "Podcast Crusher," which teaches everyone how to create an Internet radio show, just like the one you're listening to here, where it's on iTunes, it's on Stitcher, it's on the different podcast directories. It gets syndicated and hits subscribers. It's this technical process. I could have written a book about it, and it would have taken a long time. I would have had to write a lot, add screen shots. I could have made some free videos about it, but who wants to do a lot of videos?

I'd rather make money from it by getting people in this class where I can say, "There's this thing you need to do called making a podcast, you might have heard of it, here's how to do it. On this day we'll meet and make a podcast right in front of you, you can follow along, and you can do it."

Webinars with GoToWebinar

There's been a previous episode of the Robert Plank Show about pitch webinars. Just to get you completely caught up, a live webinar is where you can share your screen and speak out your voice, live, in front of an audience. Right then and there, just as you're speaking it out, hundreds of people are on this show of yours.

They cannot talk to each other. They can talk to you, but you can choose to ignore or answer. But this is a live broadcast you're doing where you are sharing not your face, not like a webcam streaming, but you're sharing the screen in front of you. You're sharing your desktop, web browser, Power Point, piece of software, whatever it is that you want to show on your screen.

I'm more energized and excited on a webinar, even more than I am right now in front of you, because I'm talking to people live. I do it right there live, there's no pauses, no do-overs. I record it, and then it can become an information product.

In the past, episode 7 of the Robert Plank Show, that is an episode that explains how to create a pitch webinar. A one-hour webinar session where anyone can attend, it's free, you teach a little bit, but at the end you have this pitch, where you say, "Now that we've gone through all this, here is the thing that I want you to buy." There's a whole formula for that. But that's just a one-off event.

What we're doing here is actually using webinars to deliver a product that people have paid for. When we launched Podcast Crusher, we said, "This class is going to do this, this and this, it's going to be these four modules, we're going to meet at this date and time, and it's going to be this price." We actually create our pitch, we create our sales letter, our outline, our curriculum and that's it, and have a price. So we sell this class that's coming up soon, but we haven't actually created it yet. Which is cool. It's getting paid up front, probably thousands or tens of thousands of dollars up front, before we even do one little thing with it.

It's a really cool thing to do. Most people have no problem with paying you for a course upfront because there's this thing called a "refund policy." You're pitching them a course that's going to be delivered a few days from now, we're not saying six months later, we're saying like next week or so. Hopefully you've given them some kind of a bonus up front, so if you have any kind of materials, any kind of quick tools, getting started videos, articles or bonuses, that's always great to give them up front.

What are the four things that I need to give people to get them from, what do Lance and I always say? Point A to Point B. In Podcast Crusher, the first module is to set up your own podcast. We show people how to get it recorded, how to get these things called tags working properly, how to just record a simple five minute podcast episode. No music, no fanciness. Just sit down, record five minutes, and put it on your blog and get it submitted to iTunes because that takes between three hours and three days, and it's important to have that milestone accomplished.

The next module is to create a longer, twenty-minute podcast episode. We have a formula for that, how to add music, how to add artwork. The third module is how to have a social network presence, add the Facebook page for the podcast, engage listeners, submit to directories.

Then the final module is monetizing that podcast. Sponsors, affiliate promotions, guest shows, pre-selling credibility. By the time someone is done with Podcast Crusher, and by the way you can join at PodcastCrusher.com, then you can have a podcast in your name that you can add to whenever you want, that you can set up over and over again, you can set it up even for other people.

We didn't just try to teach you in one six-hour session, and we didn't just give you the overview. We didn't have the introductory module. Nothing like that. We just figured out, let's split this into four modules and based on that, take all the pieces and put a few things here, a few things there, so it all makes sense.

Because we've separated this into modules, a few things happen. First of all, we do a "WWHW" format. We talk about Why and What in the first few minutes. Most of it's How-to, and the last part is What if? In a pitch webinar, this would be a pitch called "action", but in a webinar class, in one particular module of a webinar class, the last part or the last ten minutes or so is what's called the "challenge."

Class Challenges Explained

Say for Podcast Crusher module one, we get people to record a five-minute podcast and put it online, we show all that, live, in front of you. We're not just talking about it, we actually go through the steps. All you have to do is follow along exactly, and there's no guessing. Just follow along with exactly what you see.

At the end, we say, we don't just want to show you, we want you to do it. We have these challenges. We have a members' area where we create a new blog post that only the paying members of our webinar class can access. Then we ask them four simple questions.

We have a post that says nothing but, "answer the following questions below."

Question One, What will be the name of your show? Question Two, What will be the title of your first episode? Question Three, what will be the three talking points of your podcast episode? And Question Four, what time and date will your podcast be submitted to iTunes? When you're finished, come back and post, "I am done", so we can all hear your first show.

I've thrown out a lot of things for you, and we're at the half-way point of this episode. So now that I've given you all these cool ideas, let me back up and just explain to you what it is exactly that you have to do to run a four-week webinar class.

First, we've explained that you have a sales letter. You have one web page where you just list each of the modules you're going to be offering. You have a payment button, where someone can click and pay you, for example, $500 to discover how to street fight properly. Someone will pay you $300 to discover how to set up a web presence, how to have a blog that runs on its own, cool things like that.

Before doing anything else, you have to give people the ability to pay you money to join this course. In pretty much every podcast episode I mention my very good friend and business partner Lance Tamashiro. When he started off with this model, he didn't even have a sales letter. He just had a web

page with a buy button on it, and then ran free webinars for his subscribers and taught them a few things, then said at the end, go here to this web page and click the button.

There was literally nothing else to do on that web page, nothing else to read, other than click that button and buy.

That's what people need to see up front. First, they need a way to pay you money. Yeah, you might give away some things for free, you might have your one hour pitch webinar. But don't teach them your whole modular course for free. That's worth something, you should get paid money for that.

That's the first thing. You have a sales letter and a payment button. For the sales letter, there's a WordPress plug-in called PaperTemplate.com, you can easily create a web page using that. And then you can use PayPal.com to charge money.

This is where the fun part begins. If you're brand new to this, what you can do for now is just create a separate page in that WordPress blog, you can make it a hidden page in Paper Template, and just have a single page that says, "Thanks for registering. Here's the class, and here is the webinar registration link to use to sign up."

In order to actually run your webinar you have to use a service called GoToWebinar. So far, we used Paper Template to host the sales letter, PayPal to collect payments, and then after they pay, you can redirect them in the button to this thing that says, "Here's how to sign up, to register as an attendee for these upcoming webinars."

Using GoToWebinar, and by the way, you can go to WebinarCrusher.com, we'll host and record a free webinar session for you as part of that training. But if you're really strapped for your budget, you can just go to GoToWebinar and sign up for their one month, I think it's like one dollar if not a free trial – so you can have a one month period where you can run as many webinars as you want until the $100 a month kicks in.

By registering for this GoToWebinar service you can then go into your back-end and say, I want to create a webinar, it's going to be titled "Podcast Crusher", all four modules, and then it's going to be set at this exact date and time, in this time zone. And that's all there is to it. And then there's a page where you uncheck a bunch of boxes, but you basically click a button and now you've scheduled a webinar.

What does that mean? It means you can hand out the special registration link, where other people can click on that, register, it sends them reminder emails, then when the time comes for the webinar to begin, you click on the start button to start the webinar, which shares your screen and where people can hear your voice. Those people who registered all attend, and you record the session in case they couldn't attend.

Let me explain a few of those things. You registered with GoToWebinar, and then you scheduled a webinar by putting in the date, time, name. Then you take that Webinar registration link that attendees use for signing up, and you put that on you "Thanks for buying" page. Now you have a two-page website, one says here's where to buy, they buy, now one says, now click on this to register.

With Webinar Crusher, we show you how to set up just one webinar event. For Podcast Crusher, we presented all four sessions on the same day. We planned a two-hour time slot for each, each module went about ninety minutes or so, and then we had a thirty minute break in between. So it was a really cool way to knock out a class in a day and lots of people followed through. Some people had to come back and watch a few of the modules later, but several people actually got their podcasts created and online that same day along with us.

Weekly Modules

If you're like me and you want to get it over with, you can just create one in a day. But if you're brand new an easier way would be to present just one module per week. This works out great with your Webinar Crusher 30-day time period because, let's say your class starts a week from now. Then you have three weeks to deliver all four modules, because the first module is on Day One, then Day Seven, then Day 14, then Day 21.

You have a week, and three more weeks that's about a month away until your course is done. But you get paid, remember, up front, before the course starts. My point is, when you set up a webinar, you can create it as a recurring webinar, where the one link registers the same attendees. That means people can click on the one link, fill in their email address, and now if your webinar sessions are spaced one week apart, now they're registered for all four.

Call your one webinar session "Podcast Crusher: All Modules", and then you personally decide what day of the week, like a Tuesday, and what time, like four p.m. Eastern, do you want to present each module. And I would highly, highly, highly recommend that every week you present at the same day of the week and the same time of day, that way people get used to showing up.

Use GoToWebinar to present, and then I mentioned this tool called Camtasia Recorder which costs $300 but they, too, have a free trial period. With Camtasia, this is a screen-recording software. That means, when you show your PowerPoint, you show your web pages, you show software on a webinar, and people see your exact screen, you also record this in Camtasia. Now you've presented it live, but you also have a recording to then use later on.

Host your webinar each week at the same date and time. You start, you present for about an hour, you record it, and then at the end of your 90-minute or so presentation, you have this challenge. With these modules, I plan on going an hour, usually they end up going about 90 minutes because people have questions. At the end, I say ok now, here is the challenge that you need to go through.

To keep it simple, for you right now, I would just add the challenge on that download page. So that at the end of your module, you can go and say, ok, I'm going to save on video, I'm going to put it on this page, I'm going to list the four questions I'm going to ask you. Basically, the assignment. So you make this assignment, and you ask four questions that people answer right away.

They don't have to do the assignment right away, but like we said earlier in the Podcast Crusher example, we show people how to create their very first podcast episode, but we want them to commit to actually doing it, right? That's the first step, to commit to doing it. First saying, ok, I'll do it.

We ask, what's the name of your show, the title of your first episode, what are your three talking points, and what time and date are you planning on having your podcast being submitted to iTunes. With these challenges, there are four questions, but the usually fourth one is a proof element. The first and second are usually a gimme. Really simple, name of your show, title of your episode. The third one, many times will be what time and date will it be done. You can ask what will be the URL, but that may not always be possible.

We'll just ask for really simple questions, they respond to those questions, they go out and do the task, they come back and say, I am done.

By having your webinar course, people are going to be more apt to taking action because this is a live course. You're going to be more excited because they're asking live questions. As long as you don't really let them disrupt your teaching, if it starts getting out of hand then just stop looking at the questions and teach what you're going to teach.

You have these four modules, in each of the modules explain what little stepping stone you want them to get to, and explain the "Why" of it, the "What" of it, the "How To" which is the most important, and the "What-if"? Which is the challenge.

Re-Use Your Recordings

Present it with GoToWebinar. Use Paper Template to sell it and to post the recordings. Record it in Camtasia, and even use PowerPoint to help structure your teaching. You go to PowerPoint, show some bullet points, show some screen shots. Then switch back to what it is that you're going to teach, but it doesn't even matter if the PowerPoint slides even look that great. But in Webinar Crusher we actually give you 100 different Power Point slides to make your webinars look super awesome.

Then, at this point, you have all these recordings. If you're a little more proficient in WordPress there is a plug-in called Wishlist Member. This is a membership site software. By "membership" I mean a site where someone can be a member, not necessarily a site where you charge month after month. So someone pays $300 to learn WordPress. You can charge $300 for this live class, with four modules, with challenges, maybe with a quick-start video, so $300 sounds great.

They pay $300, they get the quick-start video immediately. The show up for these webinar sessions, they can ask questions, there's a challenge at the end. It's recorded, and then what you can do is use this plug-in called Wishlist Member and protect your membership site.

You set up this blog where you create what are called posts, and make one post for the recording for module one, one post for the challenge for module one where people can click on the "comment" button and respond to you directly on the site with how they're doing with that assignment.

Then a post for module two, a post for the challenge for module two. A post for module three, a post for the challenge for module three. A post for module four recording, a post for challenge number four. And now you have a complete membership site.

Later on, when you have Wishlist Member fully set up, you can do two things. One is, you can install a program called Custom Post Order, which will allow you to flip the order of your blog posts and they will be displayed earliest to latest. You make posts, they start at the top and they go to the bottom. When someone goes to the site, they see module one at the top, they scroll down, the further they scroll down the more stuff they get.

And then in Wishlist Member, you can switch out that payment button. From before, it went to the page that said, "Register for webinars." Well the webinars are now over. So now, what this button does is, they click the button, they pay you money, then they go to a form that says, create an account. Create a username, password. Now they're sent to that list of videos where they can log in over and over again, leave comments, and they will always be able to go back to it.

Later on in the future you can do some cool stuff. I like to get our webinar classes transcribed. There's a system for that at [MakeAProduct.com](). I can take these videos that we've created and get someone to type in the exact words we used when we spoke them out, and I'll get them back in a text document. I'll re-send that out as a Word document, and then I'll take still shots of the video and save it as a .pdf. So now someone can join that site and see the videos, the transcripts, which we call a report so it's more like a reference, there are challenges in there, bonuses. And then I get even crazier and mix up the navigation.

I can create a page, and then I can put a table on the page using a plug-in called WP Table Reloaded, and link to the different posts on the blog. And so then it becomes more of a home-study course where I can create these multi-column tables where people can see these different modules that they can jump to one after another. You can see a perfect example of that by joining [Podcast Crusher]() and seeing what the inside of that members' area is all about.

That's how to create a Webinar class, to create instant products and make recurring money online using GoToWebinar, Camtasia and PowerPoint.

If you got nothing else out of this today, the thing that really hit me after doing webinars for so long, was that you get better at them, and become less afraid, as you run more and more webinars. At first you feel like it's public speaking, but the more you do it the less it feels like it.

Then, before you know it, you can create your four-week course. If it has a bigger scope, it might be an eight-week course. You might create a coaching program so that someone can pay you month after month, and you use webinars to meet with them one on one personally, record the sessions, figure out what tasks they'll do, at the end of that session, put them in a membership site just for them.

We have sites, like Webinar Crusher and Double Agent Marketing, where we meet with our site members month after month, they pay once a month, and we meet there, answer all their questions, we record it, it's a lot of fun for everyone involved.

The Absolute Best Way to Get Started Right Now

Webinars are the best way to create products. Don't let them scare you. Don't let these ideas of thinking that you have to have it scripted, or it has to be four hours long, or if it's a member site it has to be every single month. None of that is true.

The best way to get started is to create a high-ticket, four-week course, getting people where they need to go, get a lot of people on your pitch webinar, or call in some favors, get people to join this four-week course. Present it, either in the same day or week after week, record it, get it transcribed, put it into the members' area, and now you have a complete course that you can sell over and over again.

Sell the physical version, cut it up into payments, make it into a four-pay or a five-pay type of class where they can come back later. It's no longer live, but the information is still good, they can still post to the challenges, they can interact, they can post questions as comments in the post where you put that recording. It's still a workable, usable, valuable class, even though it is no longer live.

You can keep doing them over and over again. You can update the course, you can make courses on new subjects, as you feel like it.

I want to give some quick shout-outs to people who have chosen to "Like" the Robert Plank Show by going to RobertPlankShow.com, click the "Like" button, and I'll mention your name on-air as well.

I want to say hi to: Richard Sayer, Mande White, Matthew Shelton, Michael McMorris, Jack Visser, Huib Salomons, Jacqui Carrel, Sena Enkobis, David McTier, Mary Clemens, Roberto Aguilar, Anthony Santiago. Go to RobertPlankShow.com, click the "Like" button and I promise to butcher your name on-air.

If you, too, want to run your own webinar class to create instant products and make recurring money online, using GoToWebinar, Camtasia and PowerPoint, head on over right now to WebinarCrusher.com and I'll talk to you next time.