

IL2G
EDUCATION FOR THE FUTURE

Webinar Your Way to Riches

Business Guide

The Proven way to make
a 6-figure business
using value- filled, high
converting Webinars



By Jeanine & Claudette McAuley



Webinar Your Way to Riches *Business Guide*



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This Webinar Your Way to Riches Business Guide is designed to take you through the A to Z to creating your high converting webinar business.

This high level overview will not only provide you with the essential elements that make up a value-filled, high converting, and ultimately profitable webinar but it will also give you a good **solid foundation of understanding** of how this whole webinar business works, so you can **get to a 6-figure business much faster!**

We have taken a number of webinar courses over the years. Some that really just took you through the mechanical process of running webinars which was helpful but one of our favourites was the training we undertook with Russell Brunson. What we loved about Russell's training was that he helped us to understand the bigger picture, the **magic formula** if you will behind online marketing. What's brilliant is that you can apply these proven strategies across any industry, any product or service to maximise your sales and results.

Having a better understanding of how the various pieces all fit together, empowers you to become so much more effective and as a consequence you achieve the results that you desire.

You can then use the Webinar Your Way to Riches Business Guide as a future reference point – think of it as part checklist, part instruction manual. The strategic steps needed when launching your scalable webinar business from zero to a 5, 6 then 7 figures.

So let's get started.

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Step 1

**Tap into the power within,
to blast Self-doubt, overcome
fear, and create an unstoppable
Success Mindset!**



Having the right mindset for achieving any goal is key. Why is this this case? True success is an inside out job. If you lack inner belief, confidence, motivation you're not going to get very far. There is no room in success for self-doubt, worry and fear. You have to manage your mind. Can you imagine if someone like Tony Robbins or Oprah Winfrey were to lose all of their money, that they would give up and live in a trailer park eating baked beans for the remainder of their lives? Hell no. we can guarantee you that it wouldn't take them long before they would have made their millions again. Why is this? What makes them be able to achieve these incredible results? We can tell you that a major contributing factor would be because of their inner beliefs and their success mindset.

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This is why it is so critical for you to tap into the giant within to create a Success Mindset. A success mindset in turn leads to Better Decision Making, Better Actions and leads to Better Results.

By creating the right internal framework, that is the Success Mindset, you are laying a solid foundation that will in turn attract the Right people, the Right experiences to help you Create Your DREAM Business. We have seen it countless times that when everything is in alignment, Success is Accelerated.

When we think of a success mindset, words such as confidence, inner belief, leadership, inspiration, motivation come to mind.

Here are five critical strategies that you can use to create a Success Mindset.

Note these tasks must be performed as many times as you can, with the minimum of twice daily (morning/evening) for the next 30 to 60 days. Remember it takes at least 21 days to change a habit.

“For whatever is ingrained in the subconscious mind must, by universal law, become physical reality.” Bob Proctor

1. Get really Clear about your Goals and Objections

Think about what your Dream Business looks like. At this point don't worry about how you are going to achieve this.

Now write out your desires on a piece of paper or on your laptop, in as much

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detail as possible. These should be written using the present tense. Also try to engage all your senses because the more you do this the more real you make it feel. The brilliant thing is that your subconscious mind doesn't know the difference between what is real and what you create in your own mind.



Once you have exhausted all your desires, you can then break these down into stretch goals.

Stretch goals are goals that stretch you out of your comfort zone. So they should be goals that scare and excite you at the same time.

Condense each stretch goal into one concise sentence. Remember to write it in the present tense. You may like to start your stretch goal with "I am so happy and grateful now that...".

Now place your Stretch goal on a piece of card that you can carry in your pocket, wallet or purse. Having a constant reminder of Your Goals helps with **Inspiration, Mental Focus and Motivation.**

2. Create a Business Plan

A good business practice is to create and write a business plan. This document will enable you to keep all of your stretch goals in the one place.

A business plan is important because it forces you to become very clear

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on what you really want and what your business objectives are. Having clear objectives enables you to clearly prioritize what tasks need to be undertaken first and what tasks are merely nice to have, giving you **Laser focus**.

Just as importantly it enables you to record all of your achievements, giving you that **confidence** to keep going. As they say 'if you can see it, edit it, you can measure it', and as you reach your stretch goals, you can create new ones. Your business plan should be forever evolving, growing, as you do.

3. Reprogram Your Subconscious Mind for Success

Replacing deep unconscious sabotaging beliefs with ones that support your success, is critical given that your subconscious mind makes up 90% of your brain function.



There are a number of strategies that you can practice to achieve this. Here are a few you can do to Reprogram your Mind with Ease and Grace.

- **Create Affirmations** – make positive statements in the present tense about the dream business you want to create such as “I’m so happy and grateful NOW that.... I have a successful viable business doing what I love”.

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Support: Each month we release a New Affirmation which you can download as a screen saver on your computer or phone, just visit the Free Resources tab at www.ilove2grow.com. Plus you will find many more on our YouTube Channel.

Going deeper: Want to Accelerate Your Results? Take a look at the Wealth Accelerator Affirmations Program under the Programs tab at www.ilove2grow.com

- **Practice Visualization** – visualization is creating an image in your mind about what you want. So Visualize or picture your dream business exactly how you want it, and in as much detail as possible. For example, state how many customers you have, how much net profit you are making, what role are you playing in the business, where you will be working from, home or office, how many staff will you have, whether there will be much travel involved, what hours will you be working? The more specific the better.

Support: Going deeper: Want to become a Master at Visualization? Take a look at the Wealth Visualization Mastery Program under the Programs tab at www.ilove2grow.com

- **Meditation**- as a social entrepreneur it can be very hectic and stressful at times, so it is important to have time where you can just quieten the mind and feel a sense of peace and calm.

Meditation has numerous benefits both physical and mental. For example, it improves concentration and focus, it reduces stress and anxiety, it gives clarity of mind which helps with better decision making and it opens up your creativity and hence problem solving skills.

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Support: You can find a FREE Guided Wealth Meditation and a Guided COVID-19 Relaxation Meditation on the Free Resources tab at www.ilove2grow.com and many more on our YouTube Channel.

4. Develop a Growth Mindset

Practice having a growth mindset. A growth mindset is the belief that you have the ability to grow and improve through self-education.



Research shows that people with a growth mindset achieve more than those with a fixed mindset.

The benefits of a growth mindset include the ability to experience a greater comfort for taking risk, striving for more, higher motivation, lower stress, higher performance levels and better work relationships.

5. Boost Your Inner Confidence

If you're feeling a bit flat, and disempowered then we recommend doing this quick but powerful 10 minutes to confidence exercise that we learnt from an amazing coach Shanda Sumpter to give yourself that much needed confidence boost.

Sit down, set your clock for 10 minutes, and then we would like you to write

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about what you are proud about yourself and why. The why is really important here because this is what convinces your mind and gives you the confidence. It allows you to start from a place of empowerment.

For example, **I'm really proud of myself that...** I had the courage to leave my well paid 9 to 5 job to pursue my dreams as an entrepreneur **because** it shows that I have the inner belief in myself that I can succeed.

I'm really proud of myself that... I learnt to ski when I was 40, despite being afraid of heights, so I could engage and spend time with my family **because** it showed that I have the ability to do what is necessary to achieve the outcome that I want.

As we said earlier, these Success Mindset exercises must be performed as many times as you can, with the minimum of twice daily (morning/evening) for the next 30 to 60 days. Remember it takes at least 21 days to change a habit.

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Step 2

Identify and Attract Your Dream Customer so that your product and services are **in demand**, **making more sales**



Before you even begin to create your webinar presentation there are two critical tasks you need to do.

The first one is that you need to identify who your dream customer is. Who is it you actually want to purchase your offer and therefore who you want attending the webinar?

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The problem with some marketing campaigns is that they try to market to everyone and end up selling to no one. The reason why you need to identify and know who your customer is, is that you can then tailor all your sales copy in your marketing and in your webinar to them.

So how do we do this – how do we identify our dream customer? Well you can start by answering the following questions;

- What are your ideal customers pain points or problems or challenges that they are facing?
- What are the solutions that would help them? Think about what they want and **why** it might be important to them. For example, I want to lose weight **because** I want to have the energy to run around and play with my children.
- What would their objections be? That is, why would they not want to purchase your offer. Also think about what's stopping them from finding a solution on their own. You will find them most objections center around money, time, or energy (that they don't feel supported). For example, I don't have enough money to do..., I don't have the time to do....I've tried that... (diet) but I haven't seen any results (not feeling supported).

When you're looking at someone's pain points or challenges, don't stay at the superficial level. Really explore and expand on these as much as possible. For example, it is simple not enough to say that your customer is looking to increase their wealth. Why do they want to do this? Look at the emotions behind it. Is it because they feel helpless that life is passing them by, being stuck in the grind of their 9 to 5 job, without passion or purpose, or is it that

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they are feeling the constant worry and anxiousness of how they are going to pay their bills, they feel fed up of being constantly stressed about money, they feel ashamed or at least a sense of regret they have no legacy to pass onto their family. They feel frustrated that they don't have enough money to help out other members of their family who are really struggling. They feel despair that they don't have the money to pay for the healthcare that they desperately need.



By digging deeper you can really be able to understand your dream customer and be able to speak to them, where they really feel understood and valued. The more able you are to connect on an emotional level to your audience, the more success you are going to have of being heard, and the greater success of breaking down their resistance. They start to feel safe with you and they shift out of the worry and doubt energy into the energy of hope and relief. Relief that someone finally understands them and therefore they know what the right solution is to help them. You have to remember that people are emotional buyers -they will buy things that they want, not what they need. Things that satisfies a particular emotional need.

Not only that, by really understanding your potential customers and where they are coming from the better your sales copy is going to be and the more likely you will engage and connect with them. You can have the most

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amazing product or service and be the best speaker in the world but if you can't connect with your audience I guarantee your offer is going to fall flat.

Knowing your audience's objections, you can build a campaign that addresses these upfront i.e. even before you've made your offer. You could make it part of your initial ad, or mention it in your funnel, otherwise raising it in the webinar before you make your offer. So by the time you make your offer, your dream customers are already further along the buying journey.

By addressing their pain points and breaking down their objections, you have already begun to build up your relationship, so customers start to feel



that they know, like and trust you – turning them from cold traffic into warm traffic. Traffic that is much more likely to purchase from you rather than if you were to go straight to the selling part. For example, long before you have walked into Ben and Jerry's shop you know that you want to purchase ice

cream. You might even know the flavour that you want. Ben and Jerry has already successfully convinced you to buy before you have even entered into their shop. Like Ben and Jerry, you too want to convince your audience that you are the person they want to buy from before they've seen your offer.

If you haven't already identified who your dream customer is, we suggested you make this a priority.

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Step 3

Make money on demand by creating Irresistible Offers that sell like hot cakes



The second crucial task that you need to do before you even begin preparing the webinar presentation is getting very clear about what you are selling i.e. what your offer is actually going to be. You need to break it down into the different components - what will the modules or training comprise of, the bonuses, the pricing?

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Now do you understand why we first established our dream customer, because by identifying their pain points or problems, you can now design the perfect solution or the irresistible offer especially tailored for them.



Take your time to really flesh out your dream customer and your offer, because it will make all the difference and we would go as far as to say it is the magic ingredient to transforming your webinar into a high converting one.

How we structure the offer is also important. Our aim is to structure it, so it changes it from an offer to an irresistible offer. Perceived value is key. When you have an offer that is irresistible it's pretty hard for potential customers to walk away from without pulling out their credit cards. Now it's not all about the money but how you can make someone feel safe enough to allow you to help them to solve a particular problem of theirs.

Let's give you an example. Your core offer might include a course or training, broken down into modules and lessons. This might not be enough to make people pull out their credit cards. This is where the bonuses come into play, things like workbooks, checklist, templates, swipe files make great

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bonuses because they generally don't take too much time and money to create but the perceived value is high. Items that you may have included as resources in your core offer, you are breaking up or segmenting out, so potential customers really feel that are getting so much value for money. Other bonuses might include joining a private Facebook group, customer support, or even a one-on-one session with a coach.

Other ways to make the offer feel irresistible might include fast action bonuses – bonuses or one-time only deals or discounts that are exclusive to the webinar, right here, right now bonuses, adding a sense of scarcity and again causing the potential customer to feel that extra value is being given. Also they act as a reward for the action takers or fast decision makers.

Now we invite you to think about how you can make your current offer into an irresistible one.

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Step 4

Make a 6-figure business using value-filled, high converting, and ultimately Profitable Webinar



In this step you get to put all of your hard work that you did from the previous steps into practice. Your webinar presentation is the heart of your webinar business, think of it as the profitable sales engine that drives the growth of your business.

Now that you know who your ideal customer is and what your irresistible offer is going to be it's time to prepare your high converting webinar.

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The presentation can be broken down into 4 Pillars or Key Components:

Pillar 1. The Big Hook Line



Your title has to be sexy and engaging to hook or draw people in to attend your webinar. It will be the main headline on your opt in page and your opening presentation slide. If you had to give an elevator pitch, that is if you had to summarise your offer and in one sentence what would that be?

Using a question in your title helps with curiosity and engagement. Even if they don't want to answer it, most people can't help but answer it. Otherwise something that addresses one of their pain points and then the solution. For example, 5 Proven Steps to Easily Loose 10kg in 7 days, while eating all the fat you want.

This title is engaging because it spikes curiosity and interest and could be seen as a bit controversial. People generally want things to be easy -so having only 5 easy steps is inviting. People don't want to give up eating the foods they enjoy. They want to see results fast – hence the reference to 7 days. They want to see results- hence the reference to 10 kg (so making it specific feels more real).

Another example, How to earn 100k in 30 days, with a high converting webinar funnel, even if you have no experience whatsoever.

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Pillar 2: Your Story

This is where you share your own story, your own journey of discovery. Keep it relevant to your audience, a story that your ideal customer can relate to and connect with, namely, the story of how you once faced similar issues and how you overcame them. Don't give a long winded backstory but give them the pivotal moment or moments that changed things for you. **Remember your story is not about you!** By bringing your potential customer on a journey of discovery and understanding (giving them 'aha' moments), often referred to as 'progressional belief', you can show your dream customer that there is a path or roadmap that they can follow to achieve their desired results. Your story should support the action you want your potential customer to take.



Stories are a powerful way to connect to your audience. They keep your audience engaged, by evoking emotions, such as that feeling of relief that someone has been through a similar problem and has overcome it. That there is a hope that they can also achieve the same results. Yes they might not have had the exact same experience as you

but chances are they can connect with the emotion or feelings you had at the time and that's your connection. This is when they begin to feel like they know, like and trust you.

The idea is to captivate or hook your audience in, so they will stick around for

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the training. Let's face it, with so many distractions around, it's hard to keep peoples' attention. According to the latest research the average attention span is 6 seconds. It's official we're turning into gold fish 😊. So if you want people to last through your webinar or training, to get to the offer at the other end you need to really hook them in at the beginning.

As a rule of thumb, we generally keep this to about 10 -15 minutes in length. Note this time is based on an hour presentation, which is the most common length of webinars however we have given shorter or longer presentations, depending on the offer price.

Start creating your story.

Pillar 3. High Quality Training

By giving high quality training, you continue to build that relationship, potential customers feel that they 'know, like and trust' you. The idea is to get them thinking if they give me all this great content for free, imagine what I'm going to get when I actually pay for it.



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Break your training down into 3, 5 or 7 steps, so that is not overwhelming and it feels more achievable. Don't be afraid to add a couple of more stories here to keep your audience engage. You might use some of your clients stories or other people's stories that inspired you.

The number one mistake most people make here is they take potential customers on the journey from A- Z, when in reality you want to take them to A-C and then your offer is the D-Z i.e. you need to be teaching attendees why they need your offer. This is often referred to as the 'wow not how' training i.e. training that gives the audience lightbulb moments and epiphanies about why they need your offer.

Don't be afraid to give away lots of high quality content because when people feel they have received great value, you **will** get a higher opt in rate. If you feel resistance here, check the place where you are giving from. Do you generally want to help people or is it all about the money? If it's just about the money then we would say money is the master of you, not you of it. There's that saying what you give you get back tenfold. When you're genuinely giving from the heart the money will follow naturally. Not only that there is a deep sense of satisfaction, that you have enriched someone else's life. If they then pay that forward and in turn enrich someone else's life and then that person continues the cycle – can you imagine how much better the world would be.

We generally would allow for 30-40 minutes in this step.

Pillar 4. Irresistible Offer

Before you get into your offer, we recommend clearing away any remaining objections your potential customer may have. A good way to do this is

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to provide them with some social proof or testimonials. Social proof builds trust and credibility, significantly reducing the barriers towards online purchasing. If you're just starting out and don't have any testimonials then provide some research in its place. Don't lie and make up testimonials.

Everyone has to start somewhere, just be honest.

Then finally your irresistible offer – core offer and bonuses and fast action bonuses. Remember to use exciting titles for the modules and bonuses. You can use the pain/problem/solution as a reference point.

In an hour presentation we would usually allocate about 10 – 15 minutes for this step.

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Step 5

Take the grind out of sales with this simple automated system – that generates hundreds of new clients and sales, without lifting a finger!



Now that you have your presentation, it's time to purchase your webinar software and create your webinars. There are a number of options out in the market place. We personally use 'Everwebinar' for our evergreen webinars and 'Zoom and Go to Webinar' for live webinars. The Evergreen webinars are fantastic because once you have set them up in the Everwebinar system, they can run **automatically!**

If you're just starting out and are on a very tight budget then you could use Facebook live or live stream on YouTube but we would recommend going through a software that collects email addresses (which are gold) and can capture analytical data and has the ability to take the audience straight to the shopping cart.

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Step 6

Free up Your Time the SMART WAY, so that you can focus on the important stuff like selling more products and services and spending time with your loved ones!



You might think email automation, outsourcing and systems sound very boring but we tell you having effective systems in place is absolutely crucial for the long term survival as an entrepreneur. If you try to do everything yourself, you will quickly feel very overwhelmed and will eventually burn out. Besides the whole beauty of being an entrepreneur is being able to free up

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your time, whether that is to have the space to Create More Opportunities or simply having the time to do the things that you love, with the people that you love.

Take email automation for instance. If you start advertising for a webinar or training session a week in advance, people with their very busy lives will probably forget about it BUT by receiving several reminder emails it keeps it fresh in their minds.

We recommend sending out an email a day or two in advance and then again on the day, one reminder in the morning and then another 10 mins before the start. With no email reminders the likely drop off rate is very high. We know from personal experience we like receiving an email reminder on the day of the webinar or training because they usually contain the login details, and then we don't have to start sifting through my inbox looking for it.

In these reminder emails we wouldn't just include the date, time and link to the training session but we would also remind them of the benefits again of why they want to be on that webinar or training session.

Email automations can also let people who missed out the opportunity to watch the replay. Or perhaps they didn't watch the whole webinar, you might just bring their attention to the irresistible offer you had at the end.

So not only can they work before and during, they are also helpful for following up with at the end. In terms of email automation software we use Aweber but there are other ones out in the market such as Mailchimp and Infusion Soft.

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Outsourcing. We recommend outsourcing everything that you can. Particularly tasks that are low value and repetitive or things outside your expertise like web development or accountancy. As the CEO of your company your job should be strategic planning, making high level decisions, and selling. You should concentrate on being the face of your brand and bringing in the cash, not things like writing blogs.

Sure, as Robert Kiyosaki author of Rich Dad, Poor Dad said 'Know your business and then outsource.' You need to know how things work in your business because that allows you to outsource them with confidence, knowing exactly what to expect and then you can monitor things effectively.

Knowing your business will enable you to attract the right person (you have a clear idea of what you are actually looking for) and monitor their performance better. It can also help you set fair monetary rewards for your workers.

For outsourcing there is fiver.com but our favourite is Upwork. Admittedly we have gone through a couple of lemons but with trial and error we have found some absolute gems. Don't be scared to ask for a sample of their work. Or set a very small task for them to see how well they perform before taking them on a big project.

When we were first started out and didn't have all the systems in place it would take us absolutely months to prepare and launch a course, now we can create and launch a course in a few weeks. That is because we now have effective systems in place and that is the power of them. Money loves speed.

We would like you to examine what systems you have in place and what you could do to become more efficient.

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Step 7

Maximize your Sales with these best kept Marketing Secrets



I'm going to share with you numerous strategies that you can use to maximise your Sales.

Email automation, as mentioned in step 6, is a good starting point. You should aim to be getting a solid 10% conversion, taking you up on your offer at the end of your webinar. If it's less then you need to a) tweak your copy b) your offer is not irresistible enough and/or c) your pricing needs adjusting. If you convert more than 15% we would be putting up the price of your offer. However it's better to start out low and build your price up. You don't

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want to annoy your first customers by making them pay more than future customers.



Having a 10% conversion rate means that roughly 90% were interested in your webinar training but have not yet bought from you. This is where a follow up email is gold. Firstly, you will want to send out a link to a replay of your webinar (particularly those

who missed the webinar or didn't stay until the end). Then another email to remind people about your amazing offer. You can outline a brief description of your offer before sending them to a sales page. A sales page usually gives more detail about the offer – we generally outline the modules, bonuses, price and testimonials – once again reducing objections and barriers to purchasing.

Of course you want to add some scarcity by reminding them that their fast action bonuses and special webinar offer will be expiring. We usually give them 48 hours to watch the replay and then another 48 hours after that before the expiry of the offer. Another way to reinforce that sense of urgency is by including a countdown timer on the page, that will count down from 48 hours to zero.

Remember that as part of your fast action bonuses you would have received some evergreen webinar sequencing that we use, which include, before, during and after emails.

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Another way of maximising sales is to include an offer on the webinar confirmation page. This is the ONLY page in your entire process that 100% of the registrants will see, so you want to capitalise on that. Think of it as another sales page -this could be in the popular form of a short video which is what we do.

In this confirmation page you will not only be thanking them for registering and reminding them of the amazing things they are going to learn attending their webinar but you could also offer them some extra 'pre-webinar' training: something that compliments the webinar, that is perhaps the 'a' in the 'a to z' process, then your webinar could be the 'b to d' and then your offer 'e-z'. Or it could be offering a special sign up deal to your mastermind, or inner circle group. The idea is to keep the value very low, think of it like a mouse trap, for example \$7.

The added bonus of this is once they've pulled out their credit card, they are more likely to do it again for your bigger offer.

We would like you to think about what mouse trap offers you could make on your registration page. If you are not upselling, down selling then you are missing out☺ In other words you want to be like the king of upsell, McDonalds, 'Would you like fries with that?'

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Step 8

Open the Traffic Floodgates, using the same Traffic Generation Strategies that we use in our own business



Congratulations, you've done most of the hard work and now it's time to launch. It's time to generate some traffic, those potential customers to attend your webinar training and to purchase your offer.

So where can you find your dream customers? You can of course email your existing customer data base but otherwise we would recommend advertising on platforms such as Facebook and YouTube. With millions of active users you will find more than enough potential customers on tap with these two platforms alone.

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The secret of course is attracting the right type of audience – people that are going to want to attend your training and who will be interested in what you have to offer. This is where knowing your dream customer really comes into the fore. You will be able to speak directly to them and therefore attract and target the right audience for your webinar.

You can split test your ad campaign using a combination of a video invitation and static image and text. Videos are very popular. These are usually 2-5 mins in length. Static image and text are also perfectly fine to use, particularly if you are camera shy.



Having engaging copy is key here though – remember it has to excite people, educate them and you can even start addressing some of their objections. Again it's about building that relationship, where people start to feel, they know, like and trust you. Time is precious and they want to make sure, you're not going to waste their time – so really take the time to produce high quality content.

Online or digital marketing is an absolutely crucial part of any successful business. If you feel out of your depth, then we suggest you visit our program page on our website. We offer a comprehensive easy step by step [Online Marketing Success Blueprint](#). When we first started out we knew very little about social media but was burnt as the result. We handed over thousands of dollars to an agency and really did not get much in return for it. We decided to educate ourselves and undertook numerous courses, including

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undertaking the international diploma course from the Digital Marketing Institute in Ireland. We are now happy to outsource our social media again because we know exactly what we want and what we expect.

Building your list is absolutely essential to creating a sustainable profitable long term business. Take Rachel of California, who has a following on Facebook of 20,000 and a list of 5,000 and yet 90% of her sales comes from her email list. So think about that. Even though 90% of attendees haven't taken up your offer, putting on your webinar is still worth your time and energy because you have collected their email address and therefore you are expanding your database which is the number 1 asset in digital marketing. People who don't buy from you today could buy from you tomorrow, with an active email campaign (this is where email automation comes in) and with the giving of high quality content.

Set up and implement list building strategies as a priority to scale your business.

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Conclusion



Learning a new skill can be both exciting and scary. There are so many things to do, it can be a little bit overwhelming and that is why we created this step by step guide for you. This guide will help create the pathway and a solid foundation from which you can grow your thriving Webinar business.

Remember that wherever you are along your journey, there will always be ups and downs and creating a high converting webinar business is no different. That is why our number one advice for creating Your dream business and lifestyle is to have Persistence and to never give up.

“There are no mistakes, only learnings”

- **Claudette and Jeanine McAuley**

No matter where you fit along the ladder, keep growing, keep evolving and keep having FUN.

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What we just shared with you was of course just the tip of the iceberg. If you're looking for someone to walk you through a step-by-step process that delves much deeper than this book, then I invite you to join us inside the [Webinar Your Way to Riches program](#).

It's the fastest and most direct way to get your 6, 7-figure webinar business built and launched. Not only do we show you live case studies that you can use to model, we give you lots of awesome resources that support you along the way.

You can unwrap all the details by clicking here and we can't wait to see you on the inside!

Here's to Your Success!

Much love,

Jeanine and Claudette



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Resources

Support: Each month we release a New Affirmation which you can download as a screen saver on your computer or phone, just visit the Free Resources tab at www.ilove2grow.com. Plus you will find many more on our YouTube Channel.

Going deeper: Want to Accelerate Your Results? Take a look at the Wealth Accelerator Affirmations Program under the Programs tab at www.ilove2grow.com

Support: Going deeper: Want to become a Master at Visualization? Take a look at the Wealth Visualization Mastery Program under the Programs tab at www.ilove2grow.com

Support: You can find a FREE Guided Wealth Meditation and a Guided COVID-19 Relaxation Meditation on the Free Resources tab at www.ilove2grow.com and many more on our YouTube Channel.

Try out The Inner Circle for 30-Days for just \$7 USD

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