

# ***Create Your Powerful Webinar That Attracts Your Ideal Clients***



# The Six Keys to Webinars That Sell

The Six Keys are Having the Right Audience, Presenting the Problem, Making a Promise, Showing Value, Creating an Effective Call to Action, and Keeping People to the End.

Virtually all webinar that are effective in selling something leverage these six keys. One of the problems with traditional webinars that tend to be 45-minutes or longer, is that they take days or even weeks to create, and months to test and tweak so that they make sales. The result is a long time to revenue and ROI.

In the sections that follow, you will learn how to crack the code in each of these Six Keys, Ignite Your Niche and move your ideal clients to action without spending days, weeks, or months doing so. When you implement the Six Keys using what you will learn, you will be able to get to revenue much more quickly. You will never do things the old way ever again, and your business will take off like you never thought possible. You will be able to get new customers any time you need them.

## The Right Audience

In order for your webinar to generate sales, you must have the right people in attendance. The higher percentage you have of the right people in your audience, the more you will sell. So, what makes for the Right Audience? In order to buy, your audience must:

- Have the problem you solve
- Believe you can help them solve their problem
- Be able to pay you

If your audience doesn't have the problem that your offer will solve, they will never take you up on your offer. Your job is to get your offer in front of as many of the people with this problem as possible.

I know of many entrepreneurs who have a great heart and solve some very important problems, but their target audience cannot afford to pay them. It is critically important for your target audience to be able to pay you.

After all, you want to get paying clients, right?

### **THE BIGGEST MISTAKE MOST WEBINAR CREATORS MAKE WITH THEIR AUDIENCE**

It can be challenging to get people to attend a 45-minute or longer webinar, so most creators (coaches, consultants, experts) invite everyone they can with the hope that some will stay to the end and take them up on their offer. They promise to give so much value that they get people to sign-up. Typically, 15%-25% of people who register actually attend, and they are doing really well if they convert 20% of them into buyers.

So, suppose you manage to get 100 people to register for your webinar. And 20 people attend it. Of them you get 5 buyers. If your offer is for a \$197 program, you get \$985 in sales. If your product margin is 50%, you earn \$492...not bad.

So, you spent weeks to get this. You can do the webinar again, but now you have to find another 100 people to attend it. Now, you probably have to start running ads to do this. I hope that you see that this is a tough model.

You end up attracting a lot of freebie seekers and tire kickers, who are after your information for free.

Stop giving away your valuable content that people will pay for.

You want to attract people who will invest in themselves and be long-term customers.

### **A BETTER WAY**

We have found that a different and better model is to get your offer in front of as many people as possible, and make it easy for them to attend and see your offer without investing a lot of their time. Most successful people, the ones who can actually pay you, value their time a LOT!

## **The Problem**

In order for your webinar to generate sales, not only must the people in attendance have the problem you solve, but you must be able to clearly articulate the problem so that they feel the problem is their problem. In order to have your customers buy, you must:

- Clearly state the problem
- Use language that connects to your audience emotionally
- Tell stories that demonstrate the problem

If people in your audience don't see themselves with the problem that you solve, they will never buy. In order for this to be the case, you must clearly articulate the problem and use language that makes your audience feel the problem emotionally.

### **THE BIGGEST MISTAKE MOST WEBINAR CREATORS MAKE WHEN PRESENTING THE PROBLEM**

Most webinar creators are fantastic at producing solutions to problems, and are terrible at articulating the problem in such a way as to connect emotionally with their audience.

The result is that people may intellectually recognize they have the problem, but don't FEEL the pain of the problem, so they don't take any action.

### **A BETTER WAY**

To touch people emotionally so that they feel the problem and take action, you must use language that has them emotionally connect with the problem and FEEL it. Your language needs to be brief, powerful, and engaging.

## **The Promise**

In order for your webinar to generate sales, you must make a promise to the audience and keep it. In order to have your customers buy, you must:

- Clearly state your promise
- Deliver on your promise

Making an explicit promise does two things. First, it makes clear what your audience can expect, which puts them at ease. It also causes what is called an “open loop.” An open loop plants a seed in the subconscious mind of your audience that it should be on the alert looking for what you promised.

### **THE BIGGEST MISTAKE MOST WEBINAR CREATORS MAKE WHEN MAKING THEIR PROMISE**

Most don't even make an explicit promise. The result is that people listening often wonder why they are even there. Attention wanes and nobody buys.

### **A BETTER WAY**

Make an explicit, short, and powerful promise that has the audience engaged for the duration, so you get the opportunity to deliver on your promise and make your offer.

## **Show Value**

In order for your webinar to generate sales, you must show value to your audience. In order to have your customers buy, you must:

- Tell stories that build trust and credibility
- Make complex things appear simple - Have your audience saying, “I can do that!”
- Tell stories that show you solve the Problem and get results for others

Stories connect with people, so using them to get the audience to get to know, like and trust you is very effective. People want to find solutions that are simple and easy. Your audience also needs to hear about others that you have helped and what you did for them.

## **THE BIGGEST MISTAKE MOST WEBINAR CREATORS MAKE WHEN PRESENTING THE SOLUTION**

This is the area where I see most webinars fail. Most webinars build trust, but they do so by spending a lot of time educating the audience and showing very complex solutions. The result is that they lose successful people who are busy and don't want to be taught, and who want results. Instead, they hold the attention of people who want free teaching, and these are typically not the most successful people.

### **A BETTER WAY**

On the other hand, the best webinars are ones that make complex things appear simple and have the audience feeling the solution is simple for them to implement and get results. They also do it in a short amount of time and don't teach. You should get paid for your teaching, right?

They also use stories to hold people's attention and to connect emotionally with their audience.

## **Call To Action**

In order for your webinar to generate sales, you must make an effective call to action. An effective call to action must be:

- Crystal clear
- Reciprocal
- Compelling
- Trust Appropriate
- Concise

An unclear mind takes no action, so your offer must be crystal clear. It must be clear exactly what people will receive, as well as what they must do to take you up on your offer. Leave no ambiguity.

In your offer, you will ask them for something and you must give them something way more valuable than the action you are expecting them to take. It must be compelling enough to make them take action.

I once saw someone give a 10-minute talk, and at the end he made an offer for a \$25,000 program. WHAT? It would have been more appropriate to gift people something in return for their contact info.

Your offer should be well crafted, and only as long as it needs to be to get the response you want. For a webinar less than 30 minutes, I would have my offer take 2-3 minutes. For a 60-90-minute webinar, I might have a 15-minute offer.

## **THE BIGGEST MISTAKE MOST WEBINAR CREATORS MAKE WHEN PRESENTING THE OFFER**

Most webinar creators don't give much thought to their offer. They are so excited to teach and help people, that they forget that they need to make money. The result is a confusing, weak offer that doesn't get any response.

Often, the webinar creator is ashamed to be making an offer and delivers it poorly, sometimes almost apologetically!

### **A BETTER WAY**

Love your offer and deliver it with excitement! If you don't love it, then scrap it and create one that you are super excited to deliver. Create a power and irresistible offer for people that have the problem you solve using precise and powerful language.

## **Keep Them To The End**

In order for your webinar to generate sales, your audience must see your offer, which tends to come at the end. In order to keep them to the end, you must:

- Bribe them
- Be incredibly interesting
- Be fast

Bribing people works. Offer them something valuable when they stay to the end. Offer a tool, a secret, a resource...something that doesn't cost you anything, but that is valuable enough to have them stay and hear your offer. The problem with this is often you get tire kickers to stay to the end, and they won't buy.

Outside of a bribe, the other ways to have people stay to the end are to be really interesting and to be fast.

We believe that the best way to keep people to the end is to be fast. Deliver the Problem, the Promise, the Solution, and the Call to Action quickly and powerfully. This will get your offer to successful people who value their time dearly and are looking for solutions to their problems, and are willing to pay for them.

## **Introducing the Six-Minute Webinar™**

Traditional webinars can be very useful in selling your product or service. A problem that many people have with creating and using traditional webinars is that...

- They can take a lot of time and effort to develop
- They take lots of time and effort to test
- It's challenging to get a large number of people to attend them
- Even when people attend, it's hard to get people to stay to the end and make a purchase

- They require use of a webinar platform to deliver them

That's why we created the Six-Minute Webinar.

Six-Minute Webinars are...

- Fast and easy to create (typically less than a few hours from start to recording complete)
- Effective in getting your clear message across (our clients are getting phenomenal response with them)
- Can be used in social media, on website, in email, or on many different platforms

To learn more about how you can use Six Minute Webinars in your business, go to:

[SixMinuteWebinar.com](https://SixMinuteWebinar.com)