October 2015 Webinar

Alright, let's get started...

How to automate your marketing quickly and easily with automated webinars. You're in the right place if you would like to have an automated webinar that sells your products, programs, or coaching services.

Welcome everybody...

I want to remind you that if you stay all the way until the end of this webinar, I'll give you my 3 Day Sale Email Campaign as an attendance prize. This is an incredible way to sell a product or program to your existing list and it's great anytime you need a cash infusion in your business.

The first time I used this strategy, I made more than $1700 selling a $13 ebook, and I used it recently generate $5,000 in orders to a very small list.

So not only will you get great training today, but you'll get a handy email marketing tool you can use to generate sales from your list.

You probably already have my 21 point webinar outline when you first came to my site - but just in case you don't have it, I'll include that with your attendance prize too - along with video training on how to use the outline, you probably don't have that yet. This outline is absolutely proven to make your webinars rock - and it's the same format we will be using today.

So please get ready to take some notes, get out a pen and paper or be ready at your computer because I'm going to share a lot with you in this training. We've got 30 minutes, let's do this...

We'll start off with a quick introduction. My name is Rob Goyette. I live in Colorado Springs with my wife and two sons.

I've been supporting big name business owners in the coaching industry since 2007. Names you know, like: Christian Mickelsen, Lisa Sasevich, Michelle Schubnel, Milana Leshinsky, Rich German, Jeanna Gabellini, Eva Gregory, Kim Clausen and the list goes on and on.

Before that though, I was an internet marketer and a super affiliate for companies like Nightingale Conant and "Rich Dad Poor Dad" author Robert Kiosaki. I've also spoken at several international internet marketing seminars.

So lets just jump right in. Why webinars? Two reasons. Number One is that people are at their computer when they hear your offer and they can order very easily. And number Two is that webinars are THE most effective and leveraged way to connect with an audience.

People buy from you when you have what they want and when they trust you, and a webinar is a great way to build trust through great CONTENT and then offer people what they want - especially when they are already at their computer and ready to buy.

You don't get that level of trust and ease of ordering from email marketing, website copy, or even teleseminars.

So why automate? Again, there are two reasons. Number One is that you get to craft the perfect presentation - you can even cut out your ums and ahs. And the second reason, the one I just LOVE is that it frees up your time.

You've got the same 24 hours in a day that Bill Gates does and the goal is to free up as much of that time as you can to do the things you love. Work on your business, spend time with family, or start working on that bucket list you've been meaning to get to.

So what do you need to automate your webinars? Surprisingly, it's not much.

Are you still taking notes?

First, you need to create your webinar video. There are lots of ways to do this.

My favorite is to use PowerPoint to make slides and save those slides as jpeg images, Record my script with Audacity, and put them together with a video editor like Camtasia. This allows me to go back and edit graphics, audio, and video separately. Remember, we want to craft the very best presentation we can.

But ultimately, you need to end up with an mp4 video for people to watch. It should contain all of the elements in my 21 point formula which you will receive at the end of this webinar.

You next need to host your video somewhere. You can use AmazonS3, Vimeo, or a number of other hosting services. I like Vimeo because they've got a yearly price for pretty-much unlimited bandwith and storage. AmazonS3 might be a good choice if you don't have a lot of people coming to your webinar - but let's not entertain that thought right now :-)

Then you'll need some sort of system to deliver your webinar and I use Evergreen Business System - EBS seems to the best of the automated webinar systems out there from both a price and feature standpoint, but there are many solid systems. Others out there include Stealth Seminar and Easy Webinar Plugin. They all have their advantages - but my favorite is Evergreen Business System.

That's really it! Your webinar will have some sort of call to action and you need to be able to take orders or let people sign up for a coaching session, but the nuts and bolts are creating your webinar video, hosting your video, and setting up an automated webinar using great software like Evergreen Business System.

So how does it all fit together? Well, chronologically, the first thing that will happen is people will come across your webinar registration page. They'll put in their contact information and they'll choose the date and time of their webinar - and the automated systems will let you give people certain choices as to when they can watch your webinar.

For instance, the most typical scenario I use with my clients is we let people watch yesterday's "replay" right away for those people who are anxious to get in there and see the presentation, and then we give them a couple of days to choose from if they want to attend a scheduled webinar.

Usually what we've been doing is they can choose to watch whatever webinars are left to watch today and then the full availability of webinars tomorrow. What I mean by availability is that you can actually set up times of day that your webinars are available.

For instance, a lot of my clients are using 10 AM, 1 PM, 4 PM and 7 PM. When you hit one of my client's typical webinar registration pages, you can choose to watch yesterday's replay right away or whatever webinars are left today. So if it's after 10 AM, you won't see that one. So maybe it's 1 PM, 4 PM, and 7 PM, or tomorrow at 10, 1 4, and 7. That's pretty typical.

You can experiment and try out your own dates and times to see what works. You might even wish to block the first couple of days, and actually make it so that people have to get a few emails from you before your webinar starts. Some people are going to be really hungry for your content though, so it might make sense to go ahead and make yesterday's "replay" available right away.

Once people sign up from your webinar registration page, you will redirect them to a thank you page and have all their webinar details, ideally telling them, "Hey, don't forget to put this in your calendar," and so on.

You will also send a reminder email that should say the same things that the thank you page says. Basically, it will say something like “you've made a smart decision for registering, please put this down in your calendar and make sure you attend.”

In fact, reminding people to attend might be your biggest opportunity or challenge because often times, people sign up for webinars but then they don't get around to watching them.

Some things that might help YOU help your people show up...

Number one is you might offer an attendance prize. That's what we're doing here, right? You stay on until the end of this webinar, you'll get my 3-Day Sale Email Campaign and my 21 Point Webinar Outline.

You can also, appeal to peoples' integrity and encourage them by saying, "hey, you signed up, now you need to show up." One of my clients phrased that very well. He said, "hey, you just signed up for this very important

webinar, now do the next thing and make sure you show up." I thought that was very good because he was appealing to their integrity. And you showed up for this one - Bravo!

And while you can send people a reminder email, some of the automated webinar systems have built in text reminders - SMS reminders. How cool is that? People can get a reminder on their phone. People have their phones with them much more often than they are sitting in front of their email.

The bottom line is you want to encourage people to show up to your webinar, to attend. You want to encourage them to set reminders, email them as soon as they register, but also email them right before the webinar saying, "hey, we're starting now." You want to do whatever you can to get people to attend.

The next step is your actual webinar itself. You want to make a great presentation using my 21 Point Webinar Outline that you're experiencing right now. It's important to share great content, though, before selling. This builds trust, rapport, and credibility.

You want people to get to know you and like you and trust you before saying, "Hey, I've got something for you to buy." You really want to impress them with great content so that once you do make an offer, hopefully, a congruent product or service, they'll be like, "well, yeah that person sure knew what they were saying in the webinar. I imagine the product or service is going to be of that same high caliber."

Then, of course, make sure it is.

Also, I want to mention that the 21 Part Outline has a lot of subtle selling points, so try to stick to it as much as possible. I've had clients look it over and skip part of it and then I go back and point it out to them and we realize they really should have followed my outline more closely. Then, they either have to do the webinar over or the quality of their webinar suffers a little bit. So try to stick to the 21 Part Outline as much as possible.

Toward the end of your webinar, when you're ready to start selling, you want to give an easy URL to go to, an easy domain name. You don't want to use something like "yourwebsite.com/presentation/todays_webinar/blahblahblahblah.html". I hope my rambling is making a point. You want to give people a real easy URL to go to.

And, what you can do is you can go buy a domain name and have that domain name redirect to some longer URL on your site. So if you get the domain name "buynow.com," which I doubt that's available; but if you've got "buynow.com," then people can hear that and type it into their computer and it would redirect them to your website and to your summary page or sales page. I'd recommend going to namecheap.com for an easy way to buy a domain and have it redirect to another URL.

When you choose a domain, you want to make your new URL is easy to hear, remember and spell. In fact, “buynow” is not even that great of a domain.

I mean think about it sometimes people might say “bye now, see you later”, “Bye, bye for now”, “bye now.” That is spelled differently then “you should buy now. The word "buy" could be b-u- y or b-y- or b-y-e.

You want to make it easy to hear, remember and spell. So think about if you shouted your new domain across a crowded room at a party. Can someone hear you and then go home from the party and get to your URL? Is it easy to hear, is it easy to remember and is it easy to spell?

I'm going to give you guys a domain name toward the end of this webinar that is easy to hear, remember and spell and it will take you to a really cool offer that I'm going to make to you at the very end.

Your URL should take people to a summary page. Ideally, not a full blown sales page where they have to go through your entire spiel or pitch to find out what it is you're selling. You've already told them what you're selling toward the end of your webinar.

Now, when it's time for them to buy, all they need to see is a summary of what they're about to get. Simply make bullet points about each feature and benefit of what they get. You also want to make people feel safe by stating your guarantee. And you want to give people a link to your shopping cart where they can click to order.

You might also give people an incentive to buy right now. Maybe it's that you're raising the price of your product. Maybe it's that they get special bonuses if they order within 20 minutes – and by the way, you might be saying, "how do you know if they order within 20 minutes if it's an automated webinar?"

The cool thing is you can go back and actually check your orders and see when somebody ordered and compare that to when they saw your webinar. You can actually find out if people order within 20 minutes, and if they do, then you can give them all sorts of goodies for taking fast action within those 20 minutes. You can also have a countdown timer that begins as soon as they hit your summary page.

Also, I recommend you put your attendance prize link on your summary page. This way, even if people are sticking around your webinar just to get the attendance prize, they're still going to get to see your summary page. You put your attendance prize below the offer on your summary page. This way everyone who stays until the end of your webinar also gets to see a summary of your offer; even if they weren't intending on purchasing anything.

So that is how you put together automated webinars. Those are the big pieces anyway and I hope you've taken great notes and observed how to put a webinar together. I've tried to keep it short and concise and give you the content that you need.

Former clients and current clients have been begging me lately to help them set up their automated webinars. They know this stuff works and they want to free up their time. I've actually gotten really good at doing this. My time is also pretty expensive. For instance, my coaching rate is

$3,000 a month. And as much as I'd like to work with each and every person that sees this webinar and contacts me and wants to be in my "tribe," as much as I'd like to work with you, I'm ALSO striving for automation and time abundance.

So, what I did is I actually created a course to teach you how to make your own automated webinars. A to Z, you can actually watch over my shoulder and learn how to create everything step by step. We cover the marketing and the technology. I really hold your hand through the entire process. But, before I tell you about the course, I'd like to ask you a few questions.

Are you still taking notes?

My first question for you is: what would it be worth to you to have an automated selling system that can bring you leads, customers and clients around the clock? Really think about that. You wake up to new orders or strategy sessions.

What would it be worth to have that 24/7 salesperson or sales process out there doing your work for you?

What's it worth to you to have a full client load or at least enough products and programs so you don't need clients anymore? Sure, you can have clients, but what if you didn't need them?

What if I could show you a way to create this automated system in less than 30 days? Would that be exciting? I'm hoping and thinking you agree it would be nice.

My clients sure think so and, in fact, one client had me set this up for him and he easily made six figures from selling a $2,000 product through automated webinars.

Another client saw copies of her $497 product fly off the shelf like never before. Well, it's a virtual shelf, but yeah, she set up a webinar, drove people to it, and ka-ching.

Another client is using webinars to sign people up for free sessions and she's then enrolling them into a group coaching program. It works for my clients and it can work for you.

Just a quick reminder, stay on until the end of this webinar so you get your 3 Day Sale Email Campaign to generate some fast sales plus my 21 Point Webinar Outline and training video so that you know what to cover and in exactly the right order.

So how can my system work for you?

Well I’ve tried to make it very simple and super effective.

The name of my course is called "Automate Your Webinars" This program works for any business owner who wants to sell or make an offer to a

group of people. And, the goal of this course is to get your automated webinar up and running within 30 days, and that is a very realistic goal.

There are seven modules in the course and you can go through them as quickly or as carefully as you like.

Module One: Sets The Stage And Confirms What You Want Your Webinar To Do.

In Module Two: You Actually Create Your Webinar Video using the 21 Point Outline.

Module Three: Focuses On Your Summary Page so that people will order right after your webinar.

In Module Four: We set up the Automation for your Webinar.

Module Five: Is All About Email Marketing and Follow Up To Maximize Your Sales.

Module Six: Completes the Circle by showing you how to use your new automated webinar to make it easy for people to sign up and attend.

And Module Seven: I think of as a bonus module where we show you how to get traffic into your system so that you have an endless supply of people ready to watch your webinar and sign up for your programs.

You'll learn everything you need to set up your automated webinars, so that you have a non-stop marketing machine out there teaching your content and offering your products and services. This means you get more time in your day to spend on your business, hang out with family, or start working on that bucket list.

Some people order the course to learn how to sell on a webinar, others want to learn the automation piece, some people just want the traffic strategies. And this course gives you everything.

I know I haven't told you about how to get access to my course yet but just stay with me. You're about to get an easy URL.

I also want to let you know about some fast action bonuses. For those of you who order immediately after the webinar, lets say within 20 minutes, you'll also get these cool and mega helpful bonuses.

The first bonus is ONE FULL YEAR in my Radical Results Mastermind. I charge $1997 for this group where we meet live three times per month to learn and get your questions answered. All calls are recorded so that you can attend live or listen later.

The next bonus is HUGE! You are going to get unlimited email support with me for one full year. This is what my monthly clients cherish because they often have a quick question and don't want to wait for our next phone appointment. So, I'll be just an email away if you need help with your webinar.

I'm also going to give you lifetime access to our private Facebook Mastermind, where you can network with other coaches and business owners, ask questions and support an awesome community.

One of my friends, and a former client, Christian Mickelsen has generously offered to give you his $497 Coaches Business Plan Toolkit. I'll include that, also, if you order right away. If you're a coach, you need this. And if you aren't yet offering coaching services to your customers and clients, you're missing out on an easy and lucrative revenue stream - this bonus will get you started.

And, I recently added even more bonuses to make this an easy YES for you.

If you order right now, within the next 20 minutes, I will also give you access to all of the webinar files I used to create THIS webinar. You'll get email swipe copy, a transcript of the webinar, the mp3, the slides, the video - you can copy and model all my proven marketing materials. And if you didn't take perfect notes during today's webinar, you'll be able to easily fill in any gaps in your notes since you'll have the transcript and recordings.

And... the biggest, super duper amazing service I can offer you is that when you order RIGHT NOW... I will create your first webinar for you AND host it for you! Let me say that again, because this is an incredible deal. I will take your audio and your slides and turn them into a webinar video that you can show to your audiences. AND... I will host your webinar and host your video in my system.

This is an incredible offer - I don't even do that for my clients!!!!

Then... I asked myself, "How can I make my offer for you even more irresistible. And I figured it out! The number one thing standing in most people's way after they buy a course is actually getting it done. We feel good when we buy, but most people never do the work.

My coaching clients pay me thousands of dollars each month to help them get things done.

And so, my "over the top" never before done, super fast action bonus for you is that I will coach you for one full year when you buy my program.

I call it "Get It Done Coaching" and the way it works is that we have laser-focused 15 minute coaching sessions by phone as often as you like. You simply need to do your homework before you schedule your next call.

You might be just starting on your business, and not ready to do webinars yet. You might feel overwhelmed by the amount of information out there. Maybe you want to get clear about what you want to do. Or maybe you need some help creating your first product. And that's why I'm offering you one on one coaching for a full year. I know how to get you clear and help you get things done.

So real quick, if we add up the total value of the course and all the fast action bonuses, including me building and hosting your first

webinar, and coaching you for one full year, it comes out to $13,476 (I had to check that math twice but it's true), and I've priced this course at a modest $4,997. If you think about it, your $5,000 investment can pay for itself over and over again as new sales and new clients come to you. Depending on your pricing, selling just a few copies of your products or programs with your first webinar can pay for this course. And you can make as many webinars as you want.

BUT, if you're still on THIS webinar, then that tells me that you've got the interest and desire to really do this and I'm looking for some more success stories. So let me reward you right now for being a decisive business owner.

If you order right now, not only will you get my complete seven module course, twelve months in my mastermind, unlimited email support for a year, lifetime access to the Facebook Mastermind, Christian Mickelsen's Business Plan Toolkit, All of my webinar marketing materials to use for your webinar, your first webinar created and hosted, AND Laser Coaching with Me for a Full Year, you won't pay $13,476. My plan is to get this course into the hands of thousands for just $4997.

BUT right here, right now, if the link still works, you can get everything for just $1997. This price will absolutely go up.

You can contact me down the road or go to my website and order "Automate Your Webinars" for $4,997 anytime you want. You won't get the bonuses and you won't get the steep, steep discount, but it will still totally be worth your $4,997.

But if you want to get my course for just $1997, then here's the secret URL.

Just go to Webinar1234.com and you'll be taken to a summary page that confirms what you're about to get.

I wanted Webinar123.com but that was taken, so I thought, "okay, lets just try one more number" and I was able to find Webinar1234.com. If you go there, you will see a summary of what you're being offered on this webinar today.

We do match up orders with attendance dates and times. So, if you order within 20 minutes from the end of this webinar, you'll get all the fast action bonuses I talked about earlier plus the entire Seven Module "Automate Your Webinars" course. Go here now to Webinar1234.com.

You might be wondering why I haven't mentioned a guarantee yet. Well, it's because we've been busy talking about how this course is going to totally help you automate your marketing and give you more time in your day.

But of course, there is a guarantee. Take 30 days to go through the material, and maybe even get your webinar done, hint hint, and within those 30 days if you're not absolutely happy with the course or it's promise, then I'll give you a full refund.

This guarantee totally removes any risk you have and should put to rest any anxiety about the 20 minute thing. So, go now to Webinar1234.com and order within 20 minutes to get the "Automate Your Webinars" course, all the bonuses including coaching with me for a year, and feel safe and secure doing it with our unconditional 30 day guarantee.

I hope you guys are ordering right now and, by the way, if you're staying on for your attendance prize, don't worry, I'll make sure you get it. Just hang out for a bit longer.

Another thing is that when you order, please stay on the webinar because I've got a special welcome message for new customers.

Let me answer a few questions that come up about my automated webinar program.

The biggest question is: What if I don't have a product? I'd highly encourage you to create a product and that's one of the big reasons I'm offering you coaching with this program. And if you don't want to create a product, you can use these webinars to your coaching using strategy sessions.

Next question: What will it cost me to run my webinars? The only recurring cost I can think of is video hosting. We recommend Vimeo or AmazonS3 which are super cheap. And, when I host your first webinar for you, I'll host your video too - so there is no cost on that first webinar.

Camtasia is the software we recommend you use for editing your webinar and they have a 30 day trial, so you can technically use it for free in the short run, but I think it's a good thing to own unless you already have video editing software on your computer which is very possible. There are also free video editors out there too. But again, when you buy my course, I'll make your first webinar for you, I'll be using my tools to make your video, so you don't need to buy anything yet.

Evergreen Business System is the automated webinar system that we recommend. And they have a one time price of $497, but, again, I'll be hosting your first webinar for you too, so no need to worry about any of these costs for your webinar. How cool is that?

Next question: What if this doesn't work for me? My answer to that is that there's no reason this wouldn't work for you as far as getting your webinar in place. Now, if your webinar doesn't convert into sales, then you're probably not connecting enough with your audience or making them an irresistible enough or congruent enough offer. It's why I'm going over the top to offer a year of my mastermind and one-on-one coaching to you.

We want to make sure that, not only do you know how to put a webinar together, but that it works, that it converts and that you're actually able to sell copies of your product or program or get people enrolled into coaching or whatever the goal is of your webinar.

If it's not working though, you're probably either not connected enough to your audience or your offer is not irresistible.

Next question: Is what I'm watching right now an automated webinar? Yep. I'm putting my money where my mouth is. This is an automated webinar that I recorded one Sunday afternoon and now it's out there for the world to see and watch at whatever time makes the most sense for each audience member. So yes, this is absolutely an automated webinar. If you've been able to follow along so far, then just imagine your prospects doing the same.

Next question: Is there a payment plan for your course? Yes! You can pay the discounted amount of $1997 in one payment, or make 3 payments of $699. If you're a US citizen who qualifies, you can checkout with PayPal and use their PayPal Credit option to get the course for $1997 - that would give you time and flexibility to make payments over six months instead of 3 and save you some cash. You may want to check that out. I will also DOUBLE your One on One Coaching to 2 Years with Me if you make the Full $1997 payment. Holy Cow - let me repeat that: I'll coach you for 2 years instead of one if you pay for the course in just one payment.

Next Question: What do I get again for my $1997? Okay, you get the Automate Your Webinars program. That's a seven module course that will teach you everything you need to know to put together an automated webinar or as many as you like.

If you order right now or within 20 minutes, you'll also get twelve months in my Radical Results Mastermind, Unlimited email support for a year and Lifetime access to the Facebook Mastermind. And you'll get Christian Mickelsen's Coaches Business Plan Toolkit. I am also going to throw in all of the files that I used to create THIS webinar, including the marketing and the webinar itself. I will create and host your first webinar for you. And finally, you get one full year of "Get It Done" Coaching with me - 2 Years if you pay the full $1997 now.

So lets wrap this up. Please go ahead and go now to Webinar1234.com and place your order.

Remember, when you order, stay on for just a few minutes after for a special welcome.

Ok, so....

I'd like to thank everyone for attending today's presentation on how to automate your marketing quickly and easily with automated webinars. By the way, if you're staying on for your attendance prize, the link is at the bottom of the page at Webinar1234.com.

And when you order you're going to automatically get your attendance prizes within the program. So don't worry about getting them from that page, I'll make sure you're covered.

Now, for those of you who ordered, WELCOME! You've made a very wise decision, and I want to congratulate you on a nice job of taking fast

action. It's people like you that are the "do-ers" in this world. The people who take action and make things happen.

So what can you expect now?

Well the first thing is you're going to get an email from me. Please look for it in your inbox, spam folder or behind the couch, wherever it is; it'll be from rob@automateyourwebinars.com.

That email is going to tell you how to access your course as well as your bonuses. I'd like for you to reply to me when you get that email so I know you got it. And, once you've got the email and once you've replied to it, I want you to set up your first coaching session with me so that I can help you get started properly. There will be a link in your welcome email to set up that first coaching session.

And if you're still listening, but haven't ordered yet, there's still time. Just go to Webinar1234.com and be sure to order within the next 20 minutes to get all of the bonuses.

So, goodbye everyone. Thanks for attending. Thanks for ordering. Welcome new members. You're going to love automating your marketing with webinars. Bye for now.