

Facebook Fortunes Webinar 6

Selling On Webinars - Overview

Daryl: Hi everyone and welcome to this week's Facebook Fortune webinar. This is Webinar 6 and it is all about selling on webinars - overview.

In the next few webinars, we are talking about how to sell on webinars. We absolutely love webinars, don't we Kerry?

Kerry: We sure do, they are really, really good!

Daryl: In a moment we will talk to you about why we love webinars so much, but what we are going to do this week is we are going to give you an overview of how webinars work because if you have not done them before, it can be a little bit daunting.

Has anyone presented a webinar before?

It looks like we don't have a lot of people who have done them before. So, we know that you all have attended webinars, given that you are all on this one, but seriously, they might seem like a bit of a mountain to climb before you start.

I know that I felt like that when we first started, but these days they are pretty much second nature. You do get used to it and get a handle on the technology and it really doesn't take very long. They aren't nearly as complicated as you think, are they Kerry?

Kerry: No! The first one is always going to be your hardest, but once it is out of the way you go upwards from there.

Daryl: That is right! You will get used to running them on a regular basis if webinars are a part of the way that you are going to be selling.

Let's have a look at why we love webinars and then we will show you exactly how they work.

Webinars are great because they are a really great way to build yourself a targeted list and get paid to do so, because remember that everyone who registers for your webinar, goes into your list. Whether or not they show up, they have stuck up their hand and indicated that they are interested in what you have to offer.

That gets them onto your list and because you are immediately selling to them, as soon as you run your webinar, you are getting an income straight away from that list building exercise. There are not too many activities that do that.

Secondly, webinars position you as an authority. There is something about speaking on a webinar to a group of people - maybe not quite as good as speaking from stage, where people can physically see you, but speaking on a webinar really does position you as an authority and someone who know what they are doing - as a leader - in your niche.

Webinars are also a great way to build a relationship with your attendees, far more so than people just reading about you on a webpage or even just watching video. A live webinar where people can interact with you really makes them feel like they are getting to know you a lot better. It is important that you put your personality into your webinar and that you are not just there reading something out and it is all monotone and boring, but if you are animated and being yourself and being relaxed and communicating really great stuff, it does build a great relationships with your attendees.

Webinars tend to have a higher conversion rate particularly compared to less warm methods. So, compared to a website & email marketing, webinars do really have a far higher conversion rate and depending on your price point, typically you are looking at 10%-30%.

The other cool thing about webinars is: If you are building the courage up to speak on stage - not everyone gets excited about speaking from stage - a webinar is a great stepping stone, because it is not nearly as scary sitting there in your lounge room, talking to your computer, as it is to be up on stage with a whole bunch of eyeballs looking at you.

It is also not nearly as expensive to do. Depending on whether it is your event or someone else, there are always expenses that go with getting yourself there; hiring the room if it is your own event - just putting on the whole show has some costs associated with it.

Probably, the coolest thing about webinars is that it means that you can sell higher price products. It would be unusual to sell something for more than maybe \$100 if it is cold traffic,

directly off a website. However, with a webinar, you can sell at just about any price that you want, depending on the method that you use and we will show a couple of methods today.

So, if you were simply running an hour long presentation and making an offer at the end and giving people a link to go and buy, then \$2,000-\$5,000 is not unreasonable. You are not going to do that straight off the page.

If you do it as a two step process, where you get them from a webinar to a one-on-one phone call, either with you or a telesales person, then you can sell a \$25,000 program and we have lots of clients and friends who do that off the back of a webinar, so it is great for selling higher priced stuff and we will talk about how to do that.

Kerry: We all know how much I love them!

Daryl: And, you really are an expert at them, Kerry! I don't know too many other people that are making the money that you do, with webinars, so well done!

Kerry: One of the things that I'd like to add and I might have mentioned this to you guys at the workshop or in previous webinars, but my very first webinar really sucked - like it really sucked badly - and I could have been put off by that, but it wasn't even my first one.

My second, third and fourth ones were not so good - turn up rates were a little bit low; the presentation style was extremely average, but I just kept doing them and really came into my own in the last year. I sat down and made a promise to Daryl and myself that I would do a webinar a week for as long as I needed to do.

I did one a week for about 6-weeks and then I stopped and had a break and then I started again and that is when I really started to improve and knew what worked and what didn't work and that is where we got our numbers from.

Every single week that we hold the webinars, the numbers are exactly the same every single time, but that was just through perseverance and tweaking and listening to people giving me feedback, rather than getting offended or defensive. If someone gave me feedback about the webinar, I'd sit there and go through it and that is why I improved so much!

Daryl: Yes and it does take practice, particularly if you haven't done it before. Don't think that you are going to knock it out of the park on your first one. It's awesome if you do,

but don't be surprised if it takes a bit of time to crank up, because that is the usual experience.

Tony is asking: "Does seeing your face on the webinar work better than not?"

I haven't actually tested that! I have seen one person do it and the reason that they were doing it was they wanted to demonstrate something. They were demonstrating a presentations style that included waving their arms around and doing some specific stuff with it, but the problem with that is that the video is very jerky and you don't get smooth streaming, depending on your upload speed, but generally you get a series of still frames and it jumps about every 5-10 seconds from one still frame to the next.

It is not like watching someone on TV or a video. It is not a good idea, I don't think!

Kerry: My take is this that if you watch a lot of webinars - marketing webinars etc. like I do and if the presenters on all of those webinars are not doing it, then it probably has been tested and proven that it is not as effective!

The other thing is, for me, I am holding a webinar at 7:30pm and I might have a child still up, even though I have tried to put them to bed and I don't really feel like putting a face full of make-up on and it maybe a bit dark etc. It is just so much easier not to!

Daryl: Absolutely! You don't want to have to get dressed up just to run a webinar weekly, I agree with that!

Kerry: I will just share this as well. It is a little webinar secret that Daryl might actually talk about later, but another reason not to have your face on the screen is that we still use a script. I know my webinar inside and out.

I could probably rattle it off to you now, but I still use a script, so I can stay on track and you don't want anyone seeing that you are reading a script. It is really good to have an intro and outro scripted, so that you can go through it.

Daryl: That is a good point, Kerry, excellent!

This flowchart is an overview of what webinars look like with all of the bits and pieces. We are going to run through and show you each of the different components, so you can see how they look and if you have any questions at the end of that, you can let us know.

In the middle we have "Run the webinar through GTW" (GTW is Go To Webinar) and that is the software that we are using at the moment. It is the software that most of the big Internet marketers use and it is the one that we recommend. There are lots of different sorts of software out there, however if you choose to use anything else, that is not something that we can support you in, because we don't use it.

Feel free to use something else, but we can't help you if something is not working.

So, that is the webinar, there. The bit before it is the lead up and the bit after is your offer. The bit down the bottom is all the emails and follow-up etc.

Let's have a look starting on the left hand side. What we have here is all of the different types of traffic. Now, obviously the primary thing that you are going to be doing is running Facebook Ads to people to register for your webinar, however you can drive different types of traffic to your webinar and you should be. If you have your own list, then absolutely email them, in addition to us doing your Facebook Ads for you.

The next thing is emails to JVs. JV means Joint Venture. These are people who already have your client before you - other people in your niche who you can partner with and they can promote you, generally for a cut on the sales that you make.

There are a bunch of other sorts of traffic driving that we will go into later on, but all roads lead to your webinar registration page and your webinar registration page has an opt in box that is generated by the webinar software - Go To Webinar and your webinar page goes: yourdomain.com/webinar.

You have a very short registration page with an opt in box and a good headline with a few benefits. A bit later on we will show you what those pages look like, but just know that it is a short registration page where people can put in their name and email.

Once they have done that, they go to the webinar registration Thank You Page and that simply says: "Thanks for registering for the webinar. I look forward to seeing you there. Here is what you are going to learn!"

Now, the reason that we need the Thank You Page there is so that Facebook knows whether or not someone has registered, because guess what we have on both the registration and thank you pages? We have the Facebook Pixel. So, Facebook can tell whether someone has come to the registration page and registered or come to the registration page and left, depending on whether or not they have triggered the Pixel on the Facebook page.

That is all good, we are building a website custom audience and we are building an audience that we can remarket to if people have come to the webinar registration page and not registered for your webinar.

However, let's assume that they have registered. What happens next is that they get a series of reminder emails that go out from Go To Webinar. You set these up prior to and we will show you in a future webinar how that works, but these go out completely automated as people register.

When it is time to do the webinar, you then login to Go To Webinar, everyone who has registered and who wants to come along, also logs into Go To Webinar, because they have received a link to do that and you run your webinar.

At the end of your webinar, you give people a link to your offer. There are two different types of offers. One is the offer where you go to the page and "buy now" and it has "here's what you get" and a "buy now" button or if you are selling a higher priced product, maybe higher than \$2,000, you may want to do it as a two-step process via an application form and we will show you one of those a bit later, too.

So, it is applications where people fill out a questionnaire and hit submit and in return they get a phone call where you make the sale or your telesales person makes the sale. Now, if it is an offer page, it goes to the payment processor; they pay their money and then they get access to your product or service.

So, that is the sales component.

After the webinar, there is a little bit of housekeeping to do. Go To Webinar gives you some reports and the first thing that you want to do is to download your recording. So, you can record the webinar; download it and then put it on a replay page, so that if people want to

listen to your webinar at another time, they can - you can send out links to that and we will show you the sort of follow-ups that we do with that.

We also download the attended and non-attended list from Go To Webinar and again, we will show you how that works and we load those into the autoresponder - Aweber - so that we can email market to them and we sell different emails, depending on whether they attended or not.

We also download the webinar analytics which tells us how many people were on the call; how long they stayed on the call; how engaged they were on the call etc. So, that is the overview!

When I first started running webinars, I used to ask Kerry endless questions, because she was doing webinars long before we were and they were silly questions like: "Kerry, where do I upload my PowerPoint to in Go To Webinar?" I had not clue! Absolutely no idea how it worked; how all the emails worked; what the flow was, so hopefully you have a bigger picture of how it all looks.

Kerry: This chart was in my head, Daryl!

Daryl: Yes! I know and that is why I kept asking you silly questions! I actually drew this out on a big bit of paper the first time. We often use big art paper and when we are doing a new project, we will draw things up over that and so we can stick them up all over the walls and the first time that I did it and put all of these boxes together was what made it crystal clear for me.

Next, we want to show you an action plan for setting up sales webinars. We are still doing the overview. We are not telling you to go out and do all of this now, because what we are going to be doing in future webinars is breaking down these steps and giving you the details.

In fact, I think that we have another three webinars coming up on the detail of how to do this, but we thought that we would give you the big picture first and then, once you understood it all, we would start to fill in all of the details of it.

This is your action plan. Feel free to print this out and you can tick it off as you go as we roll it out, if webinars are something that you are going to be doing.

The first step is to get clear about what you are selling. If you have already had your strategy call with us and I think that most of you have had your first one, if we suggested that a webinar will be the best way to sell, we probably have already talked about exactly what you are selling and how you differentiate, but we begin with the end in mind.

If you know what you are selling, it is much easier to put everything together which leads people to the point of buying, rather than putting together a great webinar and not sure what you are selling at the end.

Make sure that you begin with the end in mind and know what you are selling. It might be a membership site or a Big Pack or Home Study Pack, or you might be getting people to apply for a higher priced product or service or something else in between.

The next step is to prepare your offer page or online application form and hook it up to your payment processor, if it is an offer page. This is what you are selling on the webinar, so you are really clear about what the different components are of what you are selling and you have a way to take a dollar or a way to take an application, so put that together first.

Then if people are paying money to join your program, you also want to produce your product download page.

So, if your call-to-action is asking them to "go here and pay your money and you get access to the program", make sure that the program that they are paying for is accessible from a download page where people can access the product. You don't want to be running a webinar where you take their money and then not deliver the product. That is not legal!

Having said that, what you can do is tell people that you will be providing you with a program that is going to include a webinar per week e.g. a content webinar like this one and not a sales webinar. You give the link to register for the first one and then the rest happen every week and you send the registrations after that.

You don't need to have built everything, but you do need to have something that people go to once they pay their money.

Here is a bit of homework for you to do this week. You will need to go in and download the Agenda, but this page, here, has the replay of our webinar on it. I will put that link in the chat box so people can go and grab it and have a look at it.

This is Andrew's and my webinar where we sell a \$2,500 pack on how to do membership sites. It is a Home Study pack on how to do membership sites and during the week - and we are not going to have a webinar next week, because there is a heap of homework that you need to do this week - I want you to watch it right through to the end.

Don't think you will only watch the content bit of it. You need to watch the close and you need to watch the questions at the end, also. You need to watch the entire thing. That will show you our structure - the overall structure - of what we do and give you an idea of how each of the components works.

Now, the other two things that we have for you are a couple of training videos. These are from a mentor of ours by the name of Russell Brunson. He is one of the flavours of the month Internet marketers in The State. He is really huge over there at the moment.

He is the developer of a bit of software called Click Funnels, which enables you to really easily build sales pages for your website. He runs a webinar a week and on a regular basis he makes USD 50,000 per week on his webinars. When he does a separate promotion for something special that is coming up. I think that the top one that he had done is about \$500,000 on a webinar. He runs a live webinar, every single week and really has a formula for doing it.

You will notice that his formula is very similar to what we do. We have had similar mentors and learnt from the same people, in this respect, but we are paying him vast amounts of money to go and attend his training.

In fact, we leave tomorrow morning to go over to The States, for some more training with him. He has some great training on webinars and because we are clients of his, we get access to that and I was cheeky enough to ask him if he would give us permission to share his coaching with our high level coaching clients and he actually said "yes".

I was quite surprised that he said yes, but what he has provided for you are these two videos.

I do need to ask you a favour with these. Please DO NOT share them with anyone else. I will get into big trouble if this gets shared elsewhere. I have permission to give you these videos just for your use. If you share them around to other people, then I will end up in all sorts of trouble because we have paid USD25, 000 to get access to these videos and Russell is really

doing us a favour by allowing us to share those with our clients. Could you please answer, "yes" in the question box.

Thank you very much everyone! I am sorry to belabour the point, but it is a big deal for us as we don't want anything to go wrong there.

Those links take you to training on how to run webinars and how to fill webinars, also. He runs you through his entire process for his webinar system and like I said, you will see that it is very similar to ours. The links are also on the Agenda in the Members Area.

Each of them are about an hour to an hour and half.

One other super cool thing that has come out recently - and I will put this link in the chat box for you, too - is a seriously cool piece of software that builds the components of your webinar for you. It builds your PowerPoint: webinar registration page; and it builds your emails - your follow-up emails once people have registered.

Before this bit of software came out, we have been teaching how to do webinars for a while now and people were finding that it was really time consuming and they were having to do lots of testing and measuring etc. to try to find and get all of the little pieces right.

When this bit of software came out, we ran a workshop in June, with it and we had a dozen people who were all at different stages of getting their webinars done and they all used this software to put their PowerPoint together and in the space of 90-minutes, they all had their PowerPoint presentations up and running; they had their webinar registration page finished and they had their email marketing finished.

In the space of 90-minutes and some of them had gone for 4-5 months working on it and trying to put all of the pieces together. It is one of the best things that I have ever seen. A really cool piece of software to put things together! Kerry, do you agree with that one?

Kerry: I absolutely love this bit of software and Wendy, this is something that you might want to look at for Darren, with one of the questions that you had in Base Camp.

Daryl: Funnel Scripts is the name of the software and it really is seriously cool.

I am just going to show you a couple of videos from it so you can get an idea of what it is like inside. It comes with a money-back guarantee. Seriously, try it out! I don't know anyone who has refunded on it and quite a few of our clients have actually bought it.

Let me show you a couple of videos so you can understand it. We have obviously bought the software, so I can show what things look like inside.

This first video is the quick-start video. it gives you an overview. it is built by a man by the name of Jim Edwards who has a really, really interesting American accent and he has built it in conjunction with Russell Brunson. He uses Russell as a case study, but Jim's accent drives a few people nuts. He is a lovely guy who has been in Internet marketing for many, many years and started like we did, about the same time, with ebooks.

Let me show you this:

(Perfect Webinar Wizard Video playing)

Daryl: That gives you an overview. You essentially go through and answer a bunch of questions and then it builds everything for you. It is 52-questions to answer and it only takes you about 30-minutes to answer them and the process of going through and answering those questions is really great for you to think about what the message is that you want to get across. it is really focusing and it really does help you to hone and fine tune your marketing message.

In fact, even if we are not doing a webinar, we will often use the tool as a coaching tool to help people think about what your main marketing message is, because the questions that it asks are just so clever. i won't play the whole thing, but I will show you, quickly, the video about answering the 52-questions. I am not going to go through and play the whole thing - it is about 13-minutes, but just to give you a bit of an idea of how easy it is and how it looks.

(Perfect Webinar Wizard Video playing)

It goes through a bit of admin stuff and then a bit about whom you are etc. Then it starts to get into some interesting questions about your product and marketing message. I will show you some of the interesting stuff.

(Perfect Webinar Wizard Video playing)

Hopefully, that has given you an idea of how they do it. It helps you to create "ah-as" all the way through your webinar e.g. I'm going to show you how to do this; You probably think that it needs to happen like this, but the truth is that it actually happens like this. Let me show you how it works!

You do that three times throughout your webinar and by the end of it, people are thinking that it is awesome and they are thinking about it in a different way and they think it is a really great message. Then they are primed to buy your stuff and the wizard takes you through the process of coming up with those "wow" factors to make your webinar really engaging and compelling and to lead people to buy.

Once you have gone through and you have filled out all 52-questions, then the next step is to hit "build" and create the PowerPoint presentation.

Again, I am not going to play the whole thing because it is about a 13-minute video, but it builds a PowerPoint presentation that you need to go through and edit to make sure that it flows, because they take the words that you have written in and they then populate a pre-existing template and the words don't always fit, but the concepts are there and the "wow" factor is there, so it is just a little bit of fine tuning of the wording. Let me show you a bit of that one, as well, to give you a bit of an idea.

(Perfect Webinar Wizard Video playing)

Hopefully, you have the idea. It takes the answers to the questions and then populates them to the right place in the PowerPoint and you just need to tizzy it up a bit.

It does provide you with a couple of other things also. It will produce your email marketing and webinar registration page, so let's have a look at your registration page.

(Perfect Webinar Wizard Video playing)

That would have given you an idea of the power of it, now with Funnel Scripts, it not only gives you all the bits that you need for webinars, but it also has a whole bunch of wizards for other things - long copy sales letters; short copy sales letters; email marketing; all sorts of different ads etc. It really is amazing and they keep adding to it all the time. We are

absolutely in love with it and hopefully, you guys will find that it saves you so much money and time, too.

Kerry, is there anything that you want to add?

Kerry: No! i think he covers it very well. i just love the fact that it can spit you out a script.

Daryl: it is so quick! I use it all the time!

Once you have produced all the different bits, you then go to Go To Webinar. You can get a month free of Go To Webinar and we suggest that it is a good idea to do that if you are using Go To Webinar, that way you have 30-days to get it all up and running and tested.

Set yourself up a "dry run" webinar in Go To Webinar, in other words, one where you are not advertising it to anyone, so it is just you on the webinar, but when you actually practice it, practice it like you are performing it - like there are 100-people online listening to you. Ask them questions and be animated. Put some energy into your voice and pretend that you are doing it for real.

Tony is asking: "Is that the same software for writing emails or this different to the one that you showed us the other day?"

Kerry: You showed them Funnel Scripts the other day!

Daryl; I did too! You are right. Sorry I had forgotten that I had showed you that; I have obviously run far too many webinars in the last couple of weeks.

Yes! It is exactly the same one! It has a whole heap of wizards in there for writing all sorts of copy. Yes, we did use it to show you how to write emails.

Kerry: Can I share a little trick that I do when I hold webinars, It is actually not a little trick, it is something that I thoroughly recommend! Stand up to deliver your webinar. Don't sit down. I just find it easier when you are standing up and what I do is make out that I am presenting on stage, but I don't do the pacing. I am up there, standing up - it opens up your chest and body and I will use my arms in the way that I would if I were presenting live.

That is a really, really good technique and it really brings your energy levels up. I have noticed the difference between I have sat down, in the past, and held them to when I am standing up and using arms and legs and whatever else that I need to use.

Daryl: I totally agree! I am standing up now, presenting this and I always do that when I am presenting a webinar. Great tip, Kerry! Well done!

Kerry: And, I don't have any fancy equipment! I use one of those little Ikea box things - I think it is about \$6 - that is my stand up desk and it has to be the perfect height.

Daryl: Yes, I have a little set of draws, which sits up on top of my desk and it is at the perfect height too.

Andrew has done the whole electric thing that raises and lowers you as required, but hey we had it happening a lot sooner, haven't we Kerry?

Kerry: Yes we have and when that box breaks, I buy another one.

Daryl: So, set up your dry run and we suggest that you practise your webinar at least 6-times before running it live.

You want it to be smooth; you want to really know it - if you want to take Kerry's suggestion and script your introduction and the transition to your close and your offer, that is a really great idea if you feel comfortable and it sounds natural when you read it out loud. Those are the bits that tend to be where you tense up and where it sounds unnatural is the start; at the transition to your close, so between your content and offer and then your actual offer, particularly when you do things like tell people your price.

Kerry: And practise, practise and practise with it. Have you listened to enough webinars from people who are just starting out and you might do it when you start out, so it is all cool - give yourself that break, at least you are doing - but, you will notice that sometimes the voice gets a bit high-pitched as they go into the close, because they go from teaching mode to selling mode.

If you are a teacher it can be quite difficult sometimes to go from teacher mode to selling mode and what I like to think of it is not actually selling, but helping because realistically if they grab the course they are going to do things a lot quicker and at least I know that they

are getting the right information, rather than trying to deal with it themselves or go through other people. So, I actually feel like it is more an extension of teaching - the selling part is.

Daryl: The next thing that you need is your registration and thank you page. These are the pages that people come to from your Facebook Ads or from your emails to your own list, if you have your own list and we have given you a couple of examples to go and have a look at.

This particular one is for our membership site webinars.

You will notice that a webinar registration page is just a short, little page. It has a good headline at the top and a welcome with a bit of information and an opt in box. We are not running this at the moment, because we are promoting a workshop, instead, but normally it would have room for a name and email, underneath it.

You will notice that because we are advertising in Australia, we nominate the time in each State and we have found that makes a difference, rather than just saying a date and time AEST - Australian Eastern Standard Time, which tends to confuse people.

Then we have the bullet points and then the opt in box, again and then a few testimonials down underneath. It is short and sweet and remember that Funnel Scripts will generate this for you and so it should be really quick and easy for you to produce. We have given you a couple of examples there of what they look like. Go and have a look at buyingonlinebusinesses.com/webinar, too.

Again, the Thank You Page is very, very similar to the Registration Page. Once you have written your Registration Page in Funnel Scripts, it is easy to pull bits out of it to use for the Thank You Page. This is the page that people get to once they have given you their name and email. It has the same headline and the top and then we thank them for registering for whatever our webinar is, then we tell them what they will learn and then the same bullet points and then our signatures. it is a very, very short page for that.

Once you have created the content of those, the easiest way to get those built is to go to Fiverr and have someone build them. It should be in Word Press and the important things are to make sure that you have the Facebook Pixel and Google Analytics installed correctly on those pages, so that they are triggering those pixels as traffic is driven to it.

Kerry, is that something that you would normally do or is it something that a techie would do?

Kerry: The pixel on the website? It depends on what level they are on - silver, gold or platinum - on whether we put the pixel on the website. I will have to check that, Daryl.

Daryl: Remember, the important thing is to have the pixel on each of those pages, so that Facebook know whether or not people have registered and that way Kerry can set up your remarketing for you.

Once you have all of those bits created and it is all done, you then set up your live webinar in Go To Webinar. This is the first one that you will have real people listening to and then you should promote it for generally 4-7 days. In America it tends to be 4-days, any longer than that and people tend not to turn up.

In Australia, we find that 7-days works really well. So, if you are running your webinar every Thursday night, you start your marketing on Friday morning and go until your webinar, the following Thursday night.

You run your first webinar and fingers crossed, you make sales.

Record it and load it onto the replay page and then continue to run the webinar every week, testing, measuring and adjusting every time and then record the results in a spread sheet.

Kerry: We will show you where the pixel is if you are silver and gold and we can even get that pixel for you - we set up some audiences for you, but if you want it installed on your website for silver and gold, then get someone on Fiverr to do that. We do that for the platinum's.

Daryl: This is an example and this is for some webinars that we were running last year and we will give you a copy of this template to fill in for your webinars so that you can just fill it out as you go. What we have is one row per webinar.

We have the date over here; then unique; then the number of registrations that we get from Go To Webinar - that is the number of people who have opted in to register for your webinar. The form calculates what the percentage is and normally, we are after about 25%-30%. if you are advertising in the US, then about 20% is about standard there.

We get the attendees from Go To Webinar and it tells you how many people actually showed up and the form will calculate your attendee percent. Again, we are after around 25%-30% as the benchmark there.

Then we have the number of sales that you made. Now, the percentage of sales depends on your price point. If you are selling a fairly low priced item e.g. \$49 per month membership site, typically you are looking at 20%-30% conversion. If you are selling a higher ticket item - \$1,000 or more - then typically, you are looking at a 5%-10% conversion rate. It will calculate what your sales conversion rate is; your total spend and that will be on your Facebook advertising; your cost/registration - the template calculates that for you. This is zero because for the this first one, we were just advertising to our email list and not to Facebook.

Then we have the cost per sale; the total income and you put in the amount that you actually make there; the profit, which is your total income minus your total spend and then your income per registrant. Now, this number is really important.

The form calculates it for you, but what you want to see is that the income per registrant is higher than your cost per registrant. The cost per registrant is the amount you spend, divided by the number of people who register - so, the amount you spend on Facebook Ads and if you are at break even or profitable, then that is absolutely awesome! It means that you are building a list and getting paid to do so. You have an unlimited budget, essentially, then to grow your list.

One thing that I want you to have a look at here is the date and what tends to happen. Now, before, we said that you should run a webinar every single week and here is the reason why. Every time that you have a break you will find that it takes you a little while to crank up again.

If you have a look at what we have done here - the first 4 were a week apart and if you look at our sales conversion rate, we have 4.5% for the first webinar - not real good; ironing out bugs; perfecting what we are doing; testing and fine tuning and making changes. The following week we are up to 10.2%, so obviously the changes that we made worked and we are really happy with that and continue to make changes.

The week after that it was 16.3%, so we were really, really happy with that and the following week, it was 11.1%, so maybe not so good, but we are up over the 10%. Anytime that we are up over the 10%, we are happy.

Then we took a break, so you will notice that the next lot start in November - we had from 10 June - 12 November off - and look the conversion rate is right back down again to 3.8%. So, it does take a bit of time to crank back up. Do your webinars every week and it will save you a lot of money and make you a lot more sales if you set the time and continue to do it every week. It took us a couple of weeks to get back up over that 10%.

Kerry: The only thing that I have to say is: Daryl knows that I wasn't a numbers girl at all and now I am absolutely in love with the numbers. I need to know them and when I speak to people I'm asking what the numbers are and how much a registration is - how much did you make from a registration, then we know how much we can pay to get someone to come to a webinar.

Daryl: This "income/registrant" here, is the critical bit. Russell Brunsen has an interesting metric that he uses here, he says; "If your income per registrant is over \$30, you have a million dollar webinar. That is the number that you are really aiming for.

All the rest of it is great, it tells you what is working; what is not and where you need to improve, but this income per registrant, you want to be over \$30 to create a million dollar webinar and you can see this amount of money coming in every week - \$7,000 - \$16,000 - that's a nice chunk of cash coming in. You can see how it quite quickly cranks up to be a million dollar a year.

Kerry: It is a swimming pool!

Daryl: It absolutely is and Mal Emery talks about creating a million dollar presentation. Once you have done a webinar presentation, you can use it for not only webinars, but from speaking from stage; running your own events; speaking at other people's events; talking one-on-one to people; doing JVs - once you have that presentation nailed, don't think that it will be just webinars from here on in, it is a really strong foundation for all of the marketing for the rest of your business, so remember that.

Kerry: I had actually tweaked my webinar presentation a little bit for live, but I did it pretty much stock standard, the same as what I did on a webinar at an event recently and got a 35% conversion rate in the room and previously, I think when I did it previously, which was about 6-months ago, which I tweaked slightly and whatever else, but there had only been about 20%

Daryl: Well done! Awesome!

Are there any questions about any of that? If you have no questions, please write "no" in the question box or let us know how you found the webinar today. There is a bit of homework to do from this week.

There are a few things that you need to have a look at, just to recap. Go and have a look at our webinar replay. Also, go and have a look at these two lots of training from Russell Brunsen and please, please, please, don't share those with anyone.

As I said before, we won't have a webinar next week. Andrew and I will be travelling in the US attending Russell Brunsen's Mastermind Program, so we will be flat out doing that and we know that you have a bit of homework to do anyway, so we will be back the following week and we will continue on with the series on webinars.

We will see you in two weeks time. We will upload the recording, so you can go through that again. Remember, the agendas are up on the members' area if you want any of them. Go and grab Funnel Scripts, because it is a hugely powerful bit of software and will move you along much more quickly in the process.

Kerry: I would like to share with you something that is new on Facebook and I will try to do this at the end of every week and I want to share it this week because there is something brand new that is being rolled out with Facebook, that has just been announced and it may not be relevant to some, but will to others.

Facebook is rolling out that people will be able to order food via Facebook pages, so restaurants will be able to load up their ordering system etc. and people will be able to order food straight from the restaurant, through the restaurant's Facebook page.

You can request an appointment straight from Facebook, also. If you have a business where someone needs to book an appointment with you, you can do that and you can get a quote or get tickets to movies or events etc., straight through Facebook.

I think that I have mentioned a few times that Facebook is trying to be an all in one place. I'm still suggesting that you have your websites, but if you offer anyone of those services,

Facebook is rolling out the facility for your business to be able to take orders; take appointments; take quotes and sell tickets directly from Facebook.

Those are a few of the things that they are doing. They will be rolling out some other things, but that is what I will leave you with for now.

Daryl: That is fantastic! I can really see that streamlining a whole bunch of things. If your audience is on Facebook it makes it easy for them to action, straight from Facebook, without having to go anywhere else! That's fantastic!

Kerry: And, it kind of aligns with another new thing that is coming out and that is "Recommendations" on Facebook, but recommendations where someone can like a post and then recommend it. In the past, they tag people etc., so if they like the posts - let's just say you are a restaurant - someone likes the food photo that you have posted up and recommended it and then someone else can come on straight away.

It really is quite streamlined and I'm pretty excited for it to start rolling out here and to start testing it, so I can let you guys know how they go.

Daryl: Awesome! Very cool!

That is it for this week guys! See you in two weeks time!

Kerry: Bye!