

Facebook Fortunes Webinar 7

Selling on Webinars - Preparing ppts, using GTW

Daryl: Hi everyone! Welcome to this week's Facebook Fortunes Webinar 7.

This is Daryl and we also have Kerry!

Kerry: Hi everyone!

Daryl: How are we everyone? It is good to have you along.

This week we are continuing on with our series on selling on webinars. You will remember on the last webinar that we gave you an overview and the big picture of what selling on webinars is all about and today, we are going to drill down a little bit more into the detail - the nuts and bolts of how to make it work.

If you are planning on running webinars, please put "yes" in the question box?

We are getting a lot of "yes's"!

We love webinars, don't we Kerry?

Kerry: Yes, we do! They are fantastic!

Daryl: They are a great way to build a relationship and sell higher priced products and once you have them set up, they are incredibly easy to run on a regular basis.

Setting them up does take a little bit of work, but in the long run they are definitely worthwhile.

Andrew and I were over in the US, last week, at a Mastermind program - a high level program that we attend over there - and just about everyone was selling on webinars. Anything from a \$1,000 product up to tens of thousands of dollar product that they were selling on webinars and doing really, really successfully with it. It really is one of the most leveraged and powerful things that you can do once you have it right and have nailed it.

Kerry: And, I really like the fact that you said "when you have nailed it!". It would be great to have a webinar that kicks off straight away and is successful straight away, but sometimes it can take a little bit of time, but it is well, well worth it.

Daryl: i wrote down a quote from Russell Brunson who runs the coaching program that we are a member of over there and he said that he had never put together a webinar that has worked first time and I actually wrote that down, because I was stunned. I assumed that these days he would nail it from day-1, but no, just like the rest of us mere mortals, he doesn't get it right first time either. It is about putting something together; getting it out there; testing and measuring and improving and over a few sessions, actually getting it right.

That was strangely reassuring to hear that he wasn't making them work first time either.

Kerry: One of the things that I'd like to mention and this is what I have been speaking to some people about, if you want to hold webinars in your niche and you are not known as the expert in your niche, right now, my suggestion would be that you spend a good few weeks putting videos and articles and information out there and getting known and then people can start to trust you and then they will start to register for your event.

You will find that if you do it in that order, you will probably get more people registering for the webinar straight away. If they don't know who you are, it is going to be a little bit harder, not impossible, but a little bit harder.

Daryl: And, a bit slower, I think, is the thing. Unless you are cementing it with lots and lots of other activity.

The other comment that Russell made that I want to share with you, as well. He said: "I have three webinars, at the moment, that I run every single week and each of them makes me \$1M per year!"

He runs exactly the same webinars, religiously, every single week and he makes \$1M from each one. So, that is a \$3M business just from three one hour webinars. That is seriously cool and exciting opportunity for potential.

Let's have a look at what we did last week. We will start with a bit of a recap on selling on webinars and then we will have a look at some resources.

We will go through some tips for putting together some good PowerPoint's and then the platform we use is Go To Webinar - GTW.

On the last webinar, we showed you the overview of what selling on webinars looks like, so this is just a quick recap.

We drive traffic in, on the left hand side, to a registration page and that registration page has an opt in box on it that is generated by GTW.

When people opt in, they get sent a series of reminder emails by GTW, counting the days until the webinar and then you run the webinar where

you make an offer at the end and send people to either your offer page or an application form, depending on your model and then send them through to the payment processing page, where they can access your product or service.

The other parts of it are once people register, they go to a webinar registration thank you page and this enables you to tell whether or not the visitors to your page have logged in and generally, we have about 30% of people who come to your webinar registration page and opt in or register for your webinar. The cool thing is that because you have the Facebook Pixel on these two pages, you can actually capture all of your visitors, not just the people who register and you can remarket to them.

After you have run your webinar, you download the recording and put it up on a replay page. You also download your attended and non-attended lists and we load those into an auto-responder, like Aweber, so we can do ongoing email marketing to those people.

We also download the webinar analytics from GTW and that tells us who registered; who turned up; who didn't; how long they stayed and it also gives us a list of all of the questions that each person asks, so that we have a record of that, particularly if they have said that they really want to work with us and ask how they can do that and want to talk.

That is the big picture overview. Are there any questions about that process? If you don't have any, please let us know that too!

In the last session, we also gave you a bunch of resources for selling on webinars and hopefully, you have had time to do your homework and you will remember that the homework was to go through our webinar on membership sites, to give you an example of what a top selling webinar looks like. We make around \$10,000 every time we run that webinar, on average.

We also gave you some high level coaching from Russell Brunson. This is stuff that he has provided us as members of his Inner Circle Program and you will remember that we asked you not to share that training as it is something that we have permission to share with you, but not for you to on-share. So, if you had a chance to have a look at Russell's training, let us know in the question box. Did you get a chance to go through his training?

I know they were fairly long, but because we didn't have a webinar on last week, it hopefully gave you the time to do it.

We are getting a lot of "yes's", a couple of "no's" and a "soon"! Do make sure that if you want to do webinars that you go through the training. It really will save you a huge amount of time and effort to actually go through and understand the thinking behind webinars and this is some of the best training out there. People pay tens of thousands of dollars to get this training from Russell.

The links are there. Do make sure that if you are doing webinars that you go through that training, because it is hugely powerful.

We also gave you a link to Funnel Scripts software, to easily create your webinar and that was the link. We have given it to you a few times -it is also in the agendas from past weeks. I will just paste it in the question box again and that way it is at hand.

That is where we are up to so far, in terms of webinars. You have an overview; a bunch of resources to go and have a look at to give you the detail of the mechanics behind or the sales process behind webinars; a really cool bit of software that will help you to create your webinar presentation really quickly and it will be a really powerful sales presentation. When you watch Russell's section on what each component

of the webinar is for, it will really help you to understand why you need something like Funnel Scripts to help you do that.

Now, we will run through some tips for preparing good PowerPoint's.

Tips for good PowerPoint's:

If you are not using Funnel Scripts and we recommend that you do, but we do understand that it is a paid bit of software and not everyone wants to buy it, you can do it the long way - manually - and prepare the PowerPoint yourself.

We have included a PowerPoint template with this week's lesson and if you go into the members area, you will see that you will be able to download this template from this week's webinar - Webinar 7 - and this gives you a template into which you can type wherever it has the "arrows" at the beginning and end of the text, that is where you type in your own information or wherever there are question marks and there is instructions on the way through and this follows through the process that we use and that Russell Brunson uses, to put together a high selling PowerPoint presentation for your webinars.

Go and have a look at that if it is something that you want to do for yourself, rather than using Funnel Scripts. If you are using Funnel Scripts, it will produce the PowerPoint for you and you won't need to use the template, but either way, here are some tips for some good PowerPoint's. Make sure that you are following these!

First of all, use a logical structure so that people can see the big picture e.g. 3-Secrets or Keys; 5-Steps or whatever it is. Make sure that it is really clear that these are the things that you are going to be covering and then when you go to each of the steps, make sure that you tell them that you are moving on from the first step to the second.

If you don't do that, people are just sitting there listening and your voice blends in monotone and going from one idea to the other and speaking at the same speed and tone - it is not long before people will fall asleep. If you started to nap in that short demonstration -wakey!

It is very easy for people to go into a trance, particularly when they are sitting listening to a webinar - it maybe in the evening - they don't have any visual queues to keep them consciously listening to what you are saying, then it is very easy to send them into a trance. By having very clear break points in your webinar, where you clearly demonstrate that you are moving from one point to another e.g. "We are moving from this point to the next. Did you get that first point? Tell me in the question box what you think of that! Now we will move onto the second one!" Those sorts of things break that trance and get people far more engaged.

The second point is to not have too many words per slide.

We see this quite often where people end up with 12-point font and 300-words on a slide and it just looks intimidating and boring. It is not fun, at all! use 5-bullet points, at the most, per slide and if you can have just have a couple of bullet points and an image, then that is even better.

The purpose of the bullet points is to give little sign posts to people so that they see where you are up to. You provide some visual queues, so that people are engaged in what you are doing and to remind you what you are talking about.

The next tip is to use a minimum of 30-point font - any smaller than that and it starts to get too busy. if you need to split things over a couple of slides, then do, but you don't want to write out every single word that you say, because all you end up doing is reading the PowerPoint and it just sounds awful. People will not stay!

The next tip is to use animation so that the bullets come up one at a time. If you have 5-bullets, you don't want to click to the next slide and have all 5-bullets come up. As you talk about each bullet should come up one at a time and that keeps people following through the slides.

The next tip is to use consistent font sizes; locations and colours on each slide. if you have headlines, then make sure that they are always the same size; colour and font. it is a subconscious thing, but it tells people that you are organised and that you are training and that the thing that you are selling, is going to be easy to follow.

If it is all over the shop and all messy, subconsciously it gives people the impression that you are disorganise or chaotic and they may not trust what you are doing and saying. They may not be sure that they will get a lot of value out of it.

The next tip is to make sure that every list of bullets has a headline. If you have a slide with bullet points on it, then have a headline at the top and if I turn this one into slide view - the way that it would show in a webinar - you will see that the headline comes up first and then each of the bullets comes up one at a time, as you talk about each one and then you move onto the next slide, which will again have the headline and bullets coming up one at a time, until you move onto the next slide.

Hopefully, that all makes sense in terms of making sure that every list of bullets has a headline.

The next tip is to use signpost slides to remind people where you are up to. A sign post slide is where you transition from one thing to the next - some sort of attention grabbing statement, for example is a sign post slide, because on the next slide, we get all of the details e.g. in the next 60-minutes you will learn - Key 1 - a big sign post slide telling us about

what will be covered in the next few slides and the next few slides give content. Use several of those for that.

Signpost slides are generally sideways and they are not a headline with bullets and they introduce a new list or concept and here is another example of another signpost slide. It keeps your whole presentation structured and organised and people can follow through with what you are saying and it all makes sense to them - they are not getting lost in the detail.

The next tip is to add images to break up the words and wherever you see a box that says "image goes in here", in this template - that is where you should have some sort of image. You can grab them from lots and lots of places - iStock photo is probably one of the most common ones that we would us.

The next tip is when you are running your webinar live and doing your presentation, we suggest that you print out your slides three per page - I will try to do it with this one. You click on "file" and then "print" and then click on "slides" in "settings" and choose "3-slides per page" and you will see that what happens is that you end up with a slide with room to write notes down the side here and as you scroll across, each of the pages is set up like this.

When you go to run your webinar, you have little notes on the side of it, so if there is a particular point that you want to make, rather than have it cluttering up your slide, have it hand-written on your printed out hard-copy and that way you will remember what you need to say.

We use the same hard copy each time - we don't print out a new lot - and we add extra notes each time we make an improvement. If we have massively changed the slide, at some point, we will need to print out a new

version, but we always then transfer our notes over to the new version of that, so that we have all of the notes that we need there.

I know that some people write out their script, word-for-word, and read it. The challenge with that is that is actually very hard to read something word-for-word and have it sound natural and conversational and not something that is being read. Practice it and if that is something that is easier for you, then do that. If you prefer to just talk about it conversationally, make sure that you hit all your points and by having those notes that tends to work best.

You don't need to write every word that you say on the slide. It really is just enough to prompt you to remember what to cover, plus your hand-written notes will help you with that, also.

Kerry: One of the things that I always do is write my intro out. Now, I know it, but the first few times, I did need to write my intro and outro effectively - the closing part of it - until I get that down pat, but the rest was ad-libbing with the slides.

Daryl: That is a really great point because the bits where you are going to be the most nervous; uncertain; likely to stumble over your words, are the intro and the transition to the offer and probably your price drop, in your offer, as well. Anywhere that you are finding that you are fumbling over your words and getting a bit nervous, it is a great idea to write it out and read those bits out, so that you do get them word perfect.

This next tip then leads on from that - practice the opening and your transition to the close, because they are the points that you would most likely get nervous and if you want to do what Kerry does and write them out and read them, then that is a great idea too, if that works for you.

The last tip is to remember to make sure that the link to your sign up page on the PowerPoint is NOT clickable and that you need to copy and paste it into the Chat Box of GTW. I have seen so many sales lost this way, because people have not realised.

If we go down to the offer slide and we see a link on the slide and you tell them to click on the link, they will not go to your sign up page. You need to take that link and paste it into the Chat Box and send it to everyone and you do that the exactly same way as we send you links.

Today, I gave you the link to go over to Funnel Scripts and it is exactly the same as that. Before you start, you need to highlight your link and copy it and have it ready to go to put into your Chat Box and then you hit send when it comes to the right time in your webinar.

I have lost count of the number of times that I have seen people do that and not realise that the link is not clickable and lose sales, as a result.

Kerry: A word of warning, because I have been caught a couple of times with that. Don't just copy the link from the PowerPoint. Copy it and put it into a browser and click "go" to the actual page and then copy the link from the browser, because sometimes with mine, if I copy it from the PowerPoint and put it directly into the Chat Box, it adds an extra couple of characters, which means the whole link doesn't actually go in. Before the webinar starts, I will tee it up that I have the link copied from the browser as opposed to the actual PowerPoint.

Daryl: That's a good tip. I hadn't heard of that! So copy the link from the offer page.

The other thing that we generally say at the end and someone did this recently and she said that it increased her sales so much. You ask someone to check on the link to make sure that it is working. Everyone

then goes and clicks on the link and tells you that it is working. Give it a couple of seconds and wait until you have had a whole lot of people tell you that it is working. That gets them to the sales page, so they are ready to go.

The other thing that I have seen work really well is to go to the link and show people how to sign up. Particularly, if you have a not very Internet savvy audience. Actually clicking on the link and going to it and walking them through what they need to do on the sign up page, works really well - walk them through the process.

Kerry: i do that, Daryl! I don't necessarily take them over to the page, but I have done that occasionally when people have got stuck. Now, sometimes if someone is on a mobile phone or iPad, they sometimes have an issue with clicking through, for whatever reason and so you get people telling you that the link is not working. So, I will tell them that if they are on one of these devices it may not work, so I will either take them through the process or the very last thing that I will do is to tell them that I will email them the link straight after the webinar, but I ask them to make sure that they sign up. That is the worst case scenario and we hope that everyone does get through, but sometimes we find that those devices don't work too well.

Daryl; In that case, if you are offering a really good action takers bonus - if you have watched our webinar you will see how the action taker's process works. We offer to build their membership site for them, but only if they join before the end of the webinar and sometimes, people get quite upset if, for whatever reason, they can't make the payment process work, because they think they will miss out on the action taker's bonus. If they do make a comment like that and they are having difficulty, then we will tell them to pop their details into the question box and we will contact them straight after the webinar, we will grab the credit card details and put the payment through and honour the guarantee. We take control of it at

that stage and we take the payment from them, so they don't miss out and so that we aren't extending the action taker's bonus.

Are there any questions about that? We have seen some great tips and other comments in here. Are there any other questions or comments about getting your PowerPoint working?

Darren is asking: "Is the Christmas break and the "silly season" bad for selling on webinars? Are there seasons to be wary of?"

We tend to have time off over that time, but it probably depends on what you are selling, New Year's is a really great time for sales, we find, because everyone is doing resolutions etc., but if you are teaching people how to make the most out of something that is happening over the Christmas period e.g. teaching how to make more sales over December-January, with Press Releases, it is relevant to the season so people will take notice of that.

On Tuesday, we made the mistake of running a training webinar in the middle of Melbourne Cup - or the hour before Melbourne Cup - and it didn't work so well. We did not have a whole lot of people on that webinar. but they knew that it was being recorded, so I think that they were all off drinking champagne. Be aware of what is happening. i wouldn't run a webinar on Christmas Day if I was marketing to a western country, but be mindful of it. It is pretty much common sense with that.

The other question that we generally get at this point, is how does GTW work? They say that they have heard about GTW and other platforms and are not sure what to use.

We use GTW for a couple of reasons. Out of all of the different webinar platforms, it is probably the least glitchy and I say the least, because I think that all webinar platforms have their moments. It is technology and

there are going to be times that it just doesn't work, but GTW seems to be the most reliable. Having said that, we have had issues with it every now and then, but they are generally great at getting it back up and running quickly. I think that they are one of the largest out there. They do have a big support and they do tend to address issues straight away, if there are any.

The other reason that we use GTW is because all of the big Internet marketers that we talk to who run live webinars, use GTW and we figure if they are using it, they have tested and measured a whole bunch of stuff, so we are happy to use it. There is a cost to it. I think that it is about \$100/month, depending on whether there is a sale on at the time, but you do get a month free, also. The idea is to use that free month really well to perfect your webinar and get it up and running, so by the time that the payments kick in, you have a good revenue coming from it and it is simply the cost of doing business.

if you choose to use another platform, obviously that is your right, but we do not have any training or support around using those, so you will be on your own in terms of technology and how you download reports; how you put up your opt in box etc. You will be on your own for that unfortunately! We are not able to provide support on those.

Kerry: So, with GTW, if you have bought it stock standard, you do your one month free trial and then goes to about \$159 AUD - it has snuck up slowly over the years. I say that it is \$89 USD, it is probably a bit more than that now, but my last couple of receipts have been \$159 and what I suggest that you do and I am about to go back and do it again. I got a special deal a couple of years ago and then I stopped it for a while. There is a sales number that you can call in Australia. I would talk to an Australian sales person, because they would be able to organise a better deal for you, so look into that when you decide to go down that road.

Daryl: One of our clients was visiting us a couple of weeks ago and he had called up GTW in Sydney and he ended up getting an amazing deal. It was under \$100/month.

What I want to do now is play a Camtasia video for you. It is a Camtasia video that i have put together for you on using GTW. I am going to play it on the webinar and it is also in the members' area, but I want to make sure that everyone sees it and gets it and if you have any questions, you can ask them here, today.

Hopefully, it will play smoothly. One of the issues and I probably should have covered this in the PowerPoint section, but one of the issues of playing a video through a webinar is that generally the audio is fine, but the image will be quite jerky. For something like Camtasia, it is not too much of an issue, but if you are playing a testimonial of someone speaking, you will get a series of still images, that change about every 5-7 seconds. You don't get a picture of a person speaking fluently. It will depend on your upload speed, so go into a speed test and check what your upload speed is. We have a fairly good upload speed in Thailand. I think that our upload is about 15mgbytes per second,

What is yours in Australia, Kerry?

I seem to remember that ours was about five in Australia.

Kerry: In some places it might be. My upload speed doesn't even reach 1. If you want to do video on GTW, my suggestion would be to not use your home Wi-Fi, unless you have NBN. I plugged into Telstrafone and that appears to have quite fast upload speeds of 8, 9 and 10.

Daryl: Darren is saying that he has under one megabyte per second and he said that NBN will change this and using 4G can help.

Kerry: I didn't play any videos for a long time on GTW. The only time that I started to use video was when I did a live GTW where I played a recording, of a previous one. I came in at the start and pressed play. I watched it playing and then when it got to the question time, I went back up stairs and hit the pause on the video and I started to take questions.

The conversion rate dropped a little bit, but considering that I was having a dinner party, I still made a few thousand.

Daryl: What I haven't caught up with you about and we do need to discuss it, Kerry, was that in the US last week, there were two guys doing auto webinars very differently. I need to talk to you about it and experiment with it and when we have it working, we will show everyone. They were amazing. They were getting higher conversion rates with auto webinars, with the method that they were using, than they were getting live.

Kerry: Here is a question: "Is it best to prepare a video and have it in their resources box to watch before and after?"

This was just a recording of a webinar. You know how you share your screen on the webinar; well I opened the screen up to full and pushed "play".

Daryl: If you have a video testimonial, you don't want to have people after the webinar have to go and watch a video before they decide to buy. If you want to give them video testimonials before the webinar, then that is a great idea or you can simply show a screen shot of what the video testimonial is talking about and then just use the audio on the testimonial and have the audio playing in the background. The audio goes fine, it is just the images that don't play fast enough that way.

Kerry and Catrine are asking: "I'm locked in thinking about being in the process of the webinar for teaching after the sale, rather than selling the product first."

There are two different types of webinars. There is this type of webinar that we are doing here, which is very much about teaching and in that case, you can absolutely have a resources area where you are giving people other things to watch later on and in the resource area for Facebook Fortunes, you have other things e.g. PowerPoint template; the video that I am about to play for you etc.

While you are selling those, you really don't want to take people anywhere apart from the sales page. They are two quite different processes.

Let me play this Camtasia video. If you have questions on the way through, please put them in the Chat Box. If it is not playing smoothly and I will stop it, but hopefully it will play ok.

[Camtasia Video playing]

How did that go? Are there any questions about any of that?

If you are going to be using GTW, I know that one of the things that I felt held me back before we started doing webinar - and we have only been doing webinars for about 18-months - was having to learn a new piece of technology and I didn't know how it all worked. I felt I would have a bunch of people watching and I wouldn't have a clue what I was doing. So, I figured that by seeing that and what happens in the background of running a webinar, that it would be useful.

GTW itself has some great training, but I hadn't found anything that showed the process step-by-step on the way to do it.

It is a bit freaky to start with, speaking to a screen and a camera when you are used to talking to an audience, but you will find that if you do get interaction with people it is better, rather than feeling like it is a one-way street. If you ask people questions and to contribute, it does feel a lot like a classroom. It is surprisingly interactive, rather than just giving a lecture where you have no one sitting in front of you.

Kerry: The first couple of times does feel a bit like that. You are wondering if anyone is there and if they are listening. Now, being the seasoned veteran that I am, when I am talking to the screen, I visualise a whole lot of people there and that I am on stage. That is exactly how I visualise it now. It doesn't even enter my head that people aren't there. Especially when they do start to talk back to you. People are talking away to you once you have done it a few times and they are asking you questions and it is fun. I love it!

Daryl: It is fun! Especially when there is a payday at the end of it. It gets very addictive.

We have a few more questions.

Kerry and Catrine are saying: "If an attendee has the split screen and they are taking notes, does it appear in the stats that they are less engaged?"

Daryl: I am not sure about that. I know that it measures which screen is on top - whatever screen is active, so it may well, but that would be fairly easy to test. Just do what I did there in that demo and have someone log on e.g. Catrine, you log on and have Kerry there as an attendee and have him to do split screen thing and if it shows then in the report that his attendee rating is less than 100, then you know that it happens.

Generally, though, I don't know how many people would do that - the split screen. It is more a measure of if they are off checking their emails and Facebook, I think.

Kerry: In all fairness, Daryl, I don't look at that. When I go through my report, I don't tend to look at who was highly engaged and who wasn't highly engaged. I just want to know how many people were on it; who left at what time and how much did I sell?

Daryl: We do tend to look at it, because the people that are most engaged, tend to be the buyers. If there are people on the call that we know and they were completely engaged and they didn't buy, then it is worth following those people up, generally.

Anna is saying: "I didn't realise that you can see if the attendees are doing stuff in the background!"

Yes! So, you realise that after this webinar we go in and double check whether you were paying attention or not! (Laughs) No we don't, but we could!

Sue is asking: "How does the content of the emails put in?"

I assume that you are referring to the follow-up emails - the reminder emails or the confirmation emails. That is all done automatically. Where you saw me copy and paste in the title of Helen's webinar about How We Build A \$12 Million Property Portfolio In Under Three Years and then Here's Is What You Will Learn On The Webinar. Once you have pasted that in, GTW just repurposes that for each of the emails. They send it out as part of the confirmation, with the webinar date and then the title and then in the body of the email, it says that you are registered for this webinar; here's what it is about and then it pastes in your description and then it gives them the rest of the details e.g. when it come time for the

webinar they give the link to login to the webinar; the audio requirements and whatever you need in terms of your technology to make it work etc.

When it comes time for a reminder email, the one that goes out 2-days before; 1-day before and 1-hour before, GTW do the same thing e.g. they send out "this is a reminder about the webinar call and then they put in the title. On this webinar, you will learn and then they put in your description. You type it in once and GTW does all the rest of the work.

Darren is saying: "I can see that this will totally change my business model."

Yay! It is exciting! Once you nail it, it does get very, very addictive and once you have the hang of it, it is easy to do a bunch more of these.

The quickest and easiest way to make one today is with Funnel Scripts and I think that I told you last webinar about how we had a bunch of our clients in another one of our programs who had been procrastinating about putting their webinars together for months and so, we got them in a room and in a ninety minute session they all got a copy of Funnel Scripts. They all wrote their webinars and had them done by the end of it. That is definitely the quickest way to do it.

Darren is asking: "Do you do webinars to an American audience?"

This is a really good question.

One of the mistakes that we sometimes see people making is that they think their webinar will suit everyone and so they think they will put it on at a time when everyone is going to be awake. So, that will be 8:00AM in Sydney, which is 4:00PM in LA; which is 8:00PM in New York and who knows what in London and advertise to everyone and invariably, it ends badly.

I'm not exactly sure why, if you promote it that way, but I think there are a couple of reasons.

First of all, no one in Sydney really wants to watch a webinar at 8:00AM. You are better off finding the best time zone for one location and promoting just for that.

Secondly, I think that the opt in box looks really ugly when you have time zones from all around the world. It confuses people and they are not sure which one to click or exactly when it is on and so, your registration rate seems to be a lot lower than I have seen.

So, if you are running webinars to different places, what we suggest you do, even if you have a worldwide market, is to run it to Australia first; get it right and perfect it and you will find that you get a cheaper registrations and higher conversion rates, to start with. Once you have that right, then choose your next country and repeat the process.

Kerry, have you got anything to add with that. You probably do more work with people promoting overseas etc.?

Kerry: I perfected it in Australia first before rolling it out to America. Again, the same thing, I found it a little bit slower to promote it to other countries, but that is all I have done - perfected it first in Australia. I have only run a few overseas, in all fairness. It is something that I will be jumping into a lot more, but I haven't done a lot overseas, yet.

Daryl: Darren is asking: "What about disclaimers in the US - litigation culture?"

We cannot give you legal advice on that, but if you are concerned about it then get someone who knows the local laws and make sure that the sort of stuff is covered.

Kerry, is there anything else that you would like to add?

Kerry: No! I'm good! I think you have covered it all. I loved that training on GTW that you recorded, Daryl, because I seriously have not been able to find anything and what I find is that if I am helping people with their webinars, that I have to go on and do individual videos, so it is good that there is a resource now.

Daryl: That is in the members area, if you need to re-watch it just before you run your webinar, then it is a good idea to go through and have a look.

So, next week we are going to wrap up with the last of our webinars on running sales webinars. We will be in Australia by then. We are coming over for the Amazon workshop. if you have not yet booked into the Amazon workshop, it is going to be amazing.

We were in The States last week and talking with they two guys who are going to be running that workshop. They are coming over to do just one workshop in Australia and all of the rest of them will be in the USA and seriously they are incredible. They are the top 2% of Amazon sellers and they have built a \$2.4M Amazon business in just over two years. They previously had a manufacturing company and they have applied what they learned in their bricks and mortar company, which they sold a few years back, for tens of millions of dollars, into Amazon and it is just so different to anything that I have seen in terms of Amazon training.

We are really excited about that and will be in Australia for that one.

Darren is asking: "Do you suggest that we attend your Gold Coast sessions on membership sites, or will we get access to the videos?"

Darren, always come along live, because it means that you can ask questions. Yes, absolutely we can give you access to the videos, also, but live training is best, where you get a chance to ask questions and meet with us and hang out with all the other cool people. That is always the best thing! isn't it Kerry?

Kerry: Absolutely! To see me!

Daryl: All the best for the week. We will talk to you again next week. Have fun preparing your webinar PowerPoint's and getting ready to set up your first webinar and getting ready to make a heap of money.

See you soon!

Kerry: Bye!#