

Facebook Fortunes Webinar 8

Selling On Webinars Webinar Registration And Follow Up

Daryl: Hi everyone and welcome to this week's Facebook Fortunes webinar.

This is Webinar 8 and it is the third in our mini-series on selling on webinars. This week, we are looking at the nuts and bolts, behind-the-scenes types of things, where we are going to have a look at the webinar registration and follow up process.

A critical part of the overall process is getting people registered for your webinar and then following them up. Making sure that everything works so that they turn up for your webinar.

Typically, a turn up rate for a webinar in the US is around 20%. We are generally getting around 30%, maybe a little more. Kerry does hugely well - she gets about 50% turn up to her webinars.

Before we go too much further, Kerry has given her apologies for today. She is speaking at an event down in Sydney, but she will be here next week.

First, we will do a quick recap of the overview of selling on webinars. If this is the first in the series that you have had a look at, we will show you a flowchart of the way that webinars work.

When you first look at webinars, it can look a little bit scary because there are a few moving parts, but once you get used to it, you will find that it is very, very easy and once you start to make really great money out of it, it does become quite addictive.

We were with one of our mentors in the USA, a couple of weeks ago and he was saying that he has three webinars, each of which make him \$1M a year. Nail this process and it is a very powerful and lucrative system and well worth putting the time and effort into.

Yes, there is some time and effort, up front, but long term, it can really make you a huge amount of money.

We will start with the overview with the flow chart and then we will recap some of the resources that we have available for you, on selling on webinars - some training resources and a few other bits and pieces.

Today, we are going to cover the webinar registration process i.e. getting people to put their hand up and say they are coming and giving you their contact details and then, the follow up that needs to happen from there.

On the way through, if you have any questions, whatsoever, please jot them into the question box and we will capture those on the way through as well.

Let's start with the flow chart.

This is a flow chart of what it looks like to sell on webinars.

You have the webinar itself & you run it through the platform, Go To Webinar (GTW) and that is the box in the middle.

The box before, is the lead up to the webinar and the box after, is what happens after the webinar.

Of course, you start by driving traffic to your registration page and the traffic can come from a range of areas.

If you have your own email list, it is definitely worth emailing them.

Kerry will be running Facebook Ads to your registration page.

If you know other people who have lists in your topic area, then you can email to them - JV stands for Joint Venture - or any other sort of traffic that you are going to be driving, as well.

We generally use a combination for our webinars. We use emails to our own list and Facebook Advertising, which Kerry does for us.

All of that traffic goes to the webinar registration page and that is what we are going to show you today - what they look like and they should and shouldn't have to get them to work.

The registration has an opt in box on it and that box is generated by GTW and normally, we will put that on your we will put that on your [domain name].com/webinar, so that it is easy enough to find.

So, once people have given their name and email and opted in, that goes into the GTW software and they automatically get redirected to the webinar "thank you" page.

The reason that you need to take them to a "thank you" page and not just have them hanging in cyberspace, is so that you or Kerry can add the Facebook Pixel to each of those pages, because what we want to know is out of all of the people who have come to our registration page, how many opted in and how many left without registering for the webinar, because we can then remarket to them on Facebook, depending on what they have done.

If they have registered, they get a little message that welcomes them and tells them you look forward to seeing them there and you tell them what they will learn.

If they didn't register, so if the first Pixel on the registration page fires, but the Pixel on the "thank you " page hasn't fired, we know that they have not registered and therefore, we can send them a reminder message e.g. "I saw that you came and checked out my webinar, but did not register, maybe life got in the way. Here is what you will learn and the link so you can go back and register."

Once that has been done, they then get a series of reminder emails sent out to them, automatically sent out to them by GTW. Those emails all happen on autopilot. You don't need to do anything about making those happen.

When it comes time to attend the webinar, all of your viewers click on the link in one of the emails that they have been sent and you run your webinar.

At the end of it, you tell them about your offer and you send them to your offer page. It maybe a page where they can buy something or it maybe an application form if it is a higher priced product that you are selling.

From there they go to a payment processing page, if you are selling them something and from there, they go to access to your product or service.

After they have gone through the webinar, then you can get a few useful things out of that, also.

Remember, webinars are great for building a list and getting paid to do so, because not only are you getting people's names and emails, but you are also having them buy stuff from you, as well, so you are actually getting paid to build your list and there aren't too many other ways that can do that quite so effectively.

The thing that you want to download after you've done your webinar is your recording and we showed you how to do that, last week.

You then download your webinar analytics and that shows you how long people stayed on the call and how much they interacted and you also download your attended and non-attended lists from GTW and the Camtasia training video in last week's training video shows you exactly how to do that.

We then download the attended and the non-attended list into Aweber and then we email market to them, so that we can talk to them about other products that they might want, or if they if they didn't attend, then remarket to them to come to the next week's webinar.

That is the big picture overview and hopefully by going through it a couple of times, it is actually getting clearer.

Who is excited about it and thinks that they have it under control and who is still not quite sure they have their head around the process?

The reason for the first webinar is to get it going. It will be a lot of work setting it up, but we have so much more to do yet, but it will be great and you will find that the first one is always the hardest one. Once you have nailed the process, you will be amazed at how easy it is to get them going after a bit.

That is the overall process. Now, let's have a look at resources for selling on webinars.

In terms of training, we have given you a few different bits and pieces that you need to go through if you are going to be running webinars, because they really will make sure that you are on the right track.

The first one is our one where we sell our Membership Site Mega Pack and the first link is the replay to that. If you are going through it, make sure that you listen right to the end, because the questions at the end of the webinar are what really make all the sales. Don't just think that you only need to listen to the content. The offer at the end and the questions are where the sales are made.

We also have a couple of links to Russel Brunson's training. This is training that we have paid a considerable amount of money for and I was cheeky enough to ask Russell if he would mind if we shared it with our high-level coaching clients, so I do have permission from Russell to share it, but only with you guys. It is not for you guys to on share anywhere else. Please be respectful of that or I will end up in all sorts of trouble.

We have also given you a link to Funnel Scripts software, so that you can easily create your PowerPoint. The Funnel Scripts software is designed to follow along with Russell Brunson's structure of a webinar, which you will see is very similar to the structure that we use for our webinar, also. This software will help you to create your webinar PowerPoint in about 90-minutes.

If you are not using Funnel Scripts, there is a PowerPoint template in Webinar 7, so go and download that and you can use it and there is also a Camtasia video in the member's area of last week's webinar, on how to use GTW. When you are ready to do that, go and review that.

One of the main components that you need is your webinar registration page. This is the page that you send all of your traffic to e.g. your Facebook Ads, direct to this; any free Facebook strategies, direct to this; any emails that you are sending out to existing list, direct to this etc.

The idea of this page is it enables people to book into your webinar. Initially, it will be from Facebook and from your existing list, if you have one.

Once you have some really good conversion rates on your webinar, it is easy to get other people to promote it.

The registration page is built around the three secrets that you have come up with for your webinar. You will recall that the structure of your webinar is to have three big "ahas" or three big secrets or keys to success and your webinar registration page is about the promise of what they are going to learn.

The idea is that you open a loop for them. You create curiosity and people want to know what they will learn.

So, it opens that loop and creates that curiosity and the only way that they can get closure on that; the only way that they can get the answer to the question that you have posed, is to go along to your webinar and the more curiosity you can create, the more people will register and the higher the level of sign ups. Really work on that!

If you have used Funnel Scripts in order to build your PowerPoint, then there is also a component of it that builds your webinar registration page for you. It makes it incredibly easy to do and incredibly quick.

We have a couple of examples here, of a successful registration page. One that I will show you now.

This is our one for our Membership Mega Pack that we sell and you will see that it has a good headline at the top - NEW TRAINING: How to Set Up and Grow a Membership Site
'You'll learn five easy-to-implement steps to create an online business that gives you a monthly income stream'

We are not running this at the moment. This is an old screen shot, but if it were one that we were running this week, then it would have the opt in box underneath the date and time.

One thing that we have found makes a big difference to opt ins, is how you present your date and time. If we present it this way, we find that we get much higher opt in, where we have the day, date and the year and then we have each of the times listed out for each State. If it is something like: this time AEST; or this time AEDT; or WST for Western Australian time. It just gets too confusing for people - they don't understand all of the acronyms and we get a much lower opt in rate, so do make sure that you have it presented in way that is sensible and that people understand.

We then have our bullet point - During this training webinar you will learn - and we have our five bullet points there.

We then have the opt in box again and then we have some testimonials, because we have some awesome testimonials from people who have been through our membership site program and have had some great successes with it.

We have three testimonials and we also have a disclaimer, which is something that is required by Facebook and also a link to a Privacy Policy and again, those are Facebook requirements. You will find that you won't get your ads approved unless you have a Disclaimer if you have testimonials and have your Privacy Policy in there as well.

You will see that it is a fairly short page. It is not War and Peace. It is not a really long page that is going on forever. It has the opt in box twice, so it is really clear, easy and obvious what people need to do. It is very similar to a list-building opt in page, with the same sort of rules, so go back and have a look at the webinar that we have done in this series about creating a good opt in page.

In the agenda, we also have another example of an opt in page and this is one from a client of Kerry's - a chap by the name of Jaryd Krause. He has an amazing system and story.

You will see a great grabbing headline, again:

"How I Buy And Renovate Websites To Give Me An Automated Income And A Life Of Freedom" - the opt in box goes down the side.

"Hi, I'm Jaryd Krause and on this live, 60-minute webinar I'll show you how I was able to quit my Job, work LESS and earn MORE by Buying Online Businesses.

I believe that buying and renovating websites is THE best way to grow an investment portfolio - better than real estate, better than stocks and way better than money in the bank. So far from all the websites I've bought, I've averaged a 75% annual return.

Buying websites means buying yourself reliable income streams - without the hassle of a job and without the risk of starting your own business.

Now I'm prepared to show you how I do it.

On this FREE 60-minute webinar (online seminar) you'll see:

Some of the websites I've bought, including one I bought recently which has generated a 171% return - from Day One! That's right - even before I've done any renovation. Try getting a return like that in real estate or the stock market.

Why I NEVER buy websites from auction sites like Flippa. Trust me on this one - there are far quicker, cheaper, easier ways to find high quality websites at bargain prices. I'll show you how I find great sites without the hassle of competing with other buyers.

My due diligence checklist. This the checklist I've honed and refined over the last few years, that lets me quickly weed out the winners and get rid of the duds. I find that only about 1 in 50 sites that I look at is a winner. You'll learn my system to quickly and easily pick the best.

Using this system I was able to leave my full time job as a plumbing supervisor on construction sites and replace my income just 6-months after I started. it takes me only about 45-minutes a day to monitor and grow my portfolio.

And here's the thing - it's not rocket science. You don't need to be a super-techie-geek to do this. I'm certainly not!

On this webinar, I'll show you the steps I took, the sites I've bought and the money I make, so you can do the same.

At this stage of the game, buying online businesses is a well-kept secret. It's a really untapped market. Most investors haven't even considered the power of buying websites yet. By learning my system you'll be getting in early while there are still bargains to be had.

Of course as more buyers enter the market in future years, those of us that get in now will really benefit, as prices are driven up by the extra demand.

And the really great thing? Now that I am not tied to a job, I can travel as much as I want. I've been travelling for over 6-years now and don't have to go home to a tedious job. My work is totally portable. I choose my hours and I choose what I do with my time.

If you love the idea of easily creating a truly freedom-based lifestyle, then don't miss this free webinar. Places are limited to JUST 100 people, so register now to secure your place.

Jaryd"

What do you think of that? Is it compelling? Does it create a bit of curiosity and tell a good story? Does it sound like something that if you were in the market for getting out of your day job and setting up an alternate stream of income, that it's something that is compelling?

Hopefully, you will see the idea, particularly with the three bullet points of what it is that he is doing - creating curiosity around that and really getting people to want to find out more about what he does.

Once people have registered for the webinar then they go to the webinar thank you page.

It is a short page that pretty much reiterates the three bullet points of what you will learn.

If we go back over to our one - it is the same link, but on the end it has "thanks".

You will see that it is the same banner at the top and then:

"Thanks for registering for our "How to Set Up and Grow a Membership Site Webinar."

You'll learn five easy-to-implement steps to create an online business that gives you a monthly income stream.

We're looking forward to sharing with you our proven system to create automated income with membership sites. During this Training Webinar you'll learn:

- How to come up with an idea for your membership site that will wow your customers
- Different types of pricing models and what's working best right now
- How to test your idea to see if its a goer, before you put too much work into it.
- How to prepare and deliver the content (it's quicker and easier than you might think!)

- The highest converting ways to market your membership site.

See you on the webinar!"

That is the "thank you" page for the webinar registration and Jaryd's is pretty much the same:

"Thanks For Registering For My Webinar

"How I Buy And Renovate Websites To Give Me An Automated Income And A Life Of Freedom"

Then he has:

"On this FREE 60-minute webinar you will see:"

Then he has the same bullet points.

It really is the same as what you have on the original page and the purpose of it, as I said before, is so that you can bet that Pixel on there. Remember that about 30% of people that register for your webinar will actually turn up live.

We find that about 30% of people who visit your page register and about 30% of the people who register, actually turn up to the webinar and so, by having the Pixel on there it means that you are not losing that traffic.

You are able to remarket to them with Facebook Ads or the leads that you are generating - you still have some sort of contact with them.

The next thing that you need to think about is your follow up emails. Your follow up emails are sent out automatically from GTW.

Once people have registered, then they get a follow up email - a reminder email - in whatever frequency that you set.

We usually set the reminder emails as one going out immediately, as the thanks for registering and then you get a reminder two days before the webinar; one day before the webinar and then one hour before the webinar and then that way it is at the front of their

mind and they haven't forgotten that this is what they are supposed to be doing and they come along to the webinar at the set up.

The follow up emails are generated from GTW. All you have to do is put in the description in the description box in GTW and then it builds the rest of the emails around that.

The format to put into the description box is:

On this webinar, you will [and then describe what the benefit is that they are going to get]. You'll learn:

[Use the same three bullet points that you used on your webinar registration and thank you pages and then GTW creates reminder emails around that description.

Here is an example and again, this is one of Jaryd's:

"This is a reminder that 'How I Buy And Renovate Websites To Give Me An Automated Income And A Life Of Freedom' will begin in 1-hour on: [date]"

GTW puts in add to calendar etc. and all of that is automatically generated.

The bit that is in grey is the bit that you write and the bit that GTW automatically inserts and so, you will see that this has been pulled directly out of the registration and thank you pages. It is just a copy and paste and really quick to do. Don't get hung up on writing some new masterpiece to put in there.

That goes into your description and GTW automatically includes that.

The rest of the bits are automatically generated by GTW. it sends out the link that people click on; details about the system requirements; details about the audio - whether you want to use the computer's audio or your telephone and then, if you want to cancel the registration, exactly how you can do that.

That is it, in terms of the logistics behind doing your follow up emails and registration and thank you page for GTW.

I seem to have gone through all of the content really fast, so if there are any questions about the webinar process or the logistics about putting together your registration etc. then let me know.

This is something that you should be able to put together really quickly. Once you have nailed the three secrets in your webinar, the rest comes out really quickly.

Question: "Does Click Funnel help with free reports?"

Answer: "Tony, I am assuming that you are asking about Funnel Scripts, because Click Funnels is a bit of software that builds websites, so does Funnel Scripts help with free reports?"

I think from memory that it does. It certainly helps with free report titles. - Coming up with an idea for a free report. In terms of writing the free report itself, I am not sure, but let me login to Click Funnels and see if I can find that, because that is an excellent question!

You should be able to see the dashboard of Funnel Scripts. They keep adding to things - adding little wizards for all sorts of things, but down the side, you will see all the different things that they have wizards for in here.

The Perfect Webinar Wizard is the one that will create your PowerPoint presentation as well as your registration page etc.

It does have Free Report Scripts. This is not something that I have used before, but this will instantly create opt in pages, report cover letter, ads and more to promote your Free Reports! So, it looks like it won't write your free report, but it will do all the marketing around your free report. That will be for your list building etc.

There are lots and lots of questions in there - it looks fairly detailed, but i don't think it is going to write the free report for you, but it will write all of the marketing for you. A lot of the titles are good for free reports, as well, but I don't think it will actually write the report for you.

Remember when we went through the detail of how to put together your free offer. It was the first thing in our series of list-building - Webinar 2, from memory - and we showed you how to go and get a Private Label Right book - something that is already written and you just

take it and tweak and modify it. That is by far the quickest and easiest way to put together a free report.

Don't get too hung up on it! I have seen people waste 6-months focusing on their marketing. Yes, it needs to be good, but it doesn't need to be perfect. Don't waste a lot of time on writing free reports when there are quicker ways to do it.

Question: "Is there a central place on the web where upcoming available webinars are listed in order to see who is already running webinars in your niche?"

Answer: That is an excellent question, Julie! That would be an amazing product.

Because we are on different people's lists who are in our niche, one of the things that we strongly suggest is to figure out who your competitors are and get onto their list so that you can see their marketing; go and "like" their Facebook page, because if they are advertising on Facebook then their ads and webinars are going to appear on your Facebook. Make sure that you are logged in and opted in to all of their stuff.

That is the easiest way to do it.

Question: "Which title would be best for creating a free report?"

Answer: It might be a bit of a test and measure in terms of the titles. I'd probably try the Killer Headline Scripts.

That is probably going to be the best one to give you a free report title, I think, but if you go into Free Reports, it probably gives you a title, as well. It says it will give you opt in pages; report cover letters; ads etc., so I would say that would be the best place to start that is highly likely to give you a good title.

Remember, too, that in Webinar 2 - the first in the list building series - we showed you how to write the title of a free report and it is pretty much to finish the sentence that the client has in their head, which is: "What I really want is ..." and we gave you a couple of examples of good and bad titles for your free report, but what I want is for you to finish that sentence as if you were a client and that will give you a really great title for a free report.

Tell me if you think you will be the first one in the group who will have your webinar up and running and making money!

Brad says he will be first! Well done! Awesome, I look forward to seeing that!

Question: "How do I set up monthly billing on Facebook, instead of getting billed all the time?"

Answer: I don't know that you can. I think that Facebook sets the frequency of billing. I know that I get billed every three days. I think it hits a certain limit and once it hits that limit, Facebook bills you and I don't think that is possible to change, but if you want to double check on that, pop a note into Base Camp and ask Karen to get back to you on that one because she would have a definitive answer, but I know that is not something that I have been able to do.

Question: "I need to create a free report to create leads for weight loss clients coming to my clinic. Do you have any thoughts on the best approach - 3-Secrets or 3-Reasons that people fail?"

Answer: Weight loss is a very broad topic. I would go and have a look around at what other people are doing. Go and again listen to Webinar 2 in this series, about coming up with an idea for your free report and what will really appeal to people.

The sort of thing that doesn't work is something like: "subscribe to our weekly newsletter!". You want something that will really grab people and really stand out and be something different and something that they really want.

So, ideally with weight loss, what is it that people want? They don't want to exercise and continue to eat crap and they want to lose a massive amount of weight.

If you have a system that is outstanding that means that people will lose faster - it is new technology or new findings. It is something where they can still continue to do the things that they really want to do, which is not exercise and eat junk, to some extent, then say that. If it saves them time, so it is not time consuming; if it means that they never get hungry or have cravings, then include that sort of thing.

It is all of the usual hot buttons, but knowing that there is a lot of clutter out there, you really do need to do something spectacular to stand out. What I would do, in the weight loss niche, is to go and have a look at what others are saying in this area. Do your research and have a look at your competitors, particularly your biggest competitors and they will be things that will generally be working.

Question: "What do you regard as the easiest way to find your competitors?"

Answer: Normally, we do a Google Search. We go and search for all of the things as if we were a customer. I can show you a session in Our Internet Secrets, that is all about doing competitor research.

Hopefully, most of you have been into Our Internet Secrets by now and you are finding all of the goodies in here. It is under "workshops" and then "videos" and it is in the "How to Identify and Research Lucrative Niches" and then go to "How to Research Your Competitors and What They're Offering".

There are a bunch of tools in there that you can use. I have put the link to that in the chat box.

It is all about the different tools that you can use to research your competitors and find out who they are. It is pretty much thinking like a customer. Ask yourself, what type of keywords are they keying in? Now, obviously you can go to the Google Keyword Planner and find the keywords that they are keying in and do a bit of research that way.

Also, go through and put your keywords in on Facebook and hunt out who is there. Join all of the Private Groups or Groups in your area that you can and see who is talking about what and following the leads through.

An hour to an hour and a half of research like that and you will generally find that you have identified most of the players in that niche.

Don't be afraid to get on lists and get emails from people every day about what they are doing, so you can really get a good idea of who they are and what their niche is.

Let me know if that is answering things for you.

The answer to your questions is "no", Brad. We don't have a QLD address and telephone number, unfortunately and because of the way that things are set up, legally we can't, so unfortunately, I cannot give you those things.

Question: "I haven't been able to find successful women running personal growth webinars, but I am sure that there is a market!"

Answer: The person that I would go and have a look at is Jo Elliott and see what she is doing. She will probably have a lot of women on her list that would be doing that sort of thing, herself - personal development/personal growth and she does a lot of webinars, also.

I am sure that if you get onto Jo's list, she will start recommending other people. If you get into any of her groups on Facebook, for example, you will start to meet other women in her niche. She is very much in the personal development for women niche.

The Google Keyword Planner is the correct name. I may have given you the wrong name before - Google Keyword Finder.

So, with the Google Keyword Planner, you do need to get all of the details. You need to have a Google Adwords account. I have a test account that I use that is not hooked up to a credit card, this is just one that we use as a demo and so it won't go through and do the whole thing.

Once you are logged into Google Adwords and then go to "Keyword Planner" and then go to "search for new keywords using a phrase, website or category".

You simply type in whatever your keywords are e.g. back pain and then we click on "go" and then it will generate a whole bunch of keywords for us and show us the average monthly search on these things.

If you are searching for competitors you can go and Google and type in these types of keywords e.g. lower back pain; sciatica; spinal stenosis; sciatic nerve; herniated disc etc. and if you type those in with maybe the word "treatment" after them, then Google will show you the main websites in those topic areas and so you will be able to do that in order to find your competition.

Hopefully that answers that question for you, Julie.

Brad, the answer is "yes", but not in Australia. All of that is in our Maltese company. Legally we can't have any of that in Australia, because it is not an Australian company.

Julie, I just sent you Michelle McQuaid's details from Diane. That should have come through to you in the question box.

In a session in Our Internet Secrets, we also go through and show you how to use the Google Keyword Planner.

Question: "Someone just mentioned that they are running their first lead ad today. How can I start to run lead ads?"

Answer: You need to pop a note into Base Camp and see if that is something that will fit in with your strategy that we are currently working on for you, but if it looks like lead ads will be a good thing for you, then that is something that Kerry can set up for you. Make a note in Base Camp and Karen will pick that up, because Kerry is in Sydney.

Brad, put the note into Base Camp and I will Skype Karen after this call and make sure that she is picking that up.

Question: "How do you know how much to charge?"

Answer: That is a very broad question, Julie. How much to charge for what?

Question: "I was just talking generally, about how we price products?"

Answer: Webinars are free when we are doing sales webinars. We don't charge for the sales webinars. The offer on the webinar can really vary. The nice thing about webinars is that you can actually sell quite high priced products at webinars. We have or know of people who have sold things from \$197 up to \$25,000 in some webinars. The sweet spot seems to be between \$997 and \$1997 - so \$1,000 - \$2,000 - tends to be the sweet spot for selling directly from the webinar.

If you want to sell higher than that - I do know people who sell big packs as high as \$5,000, but often if you are selling \$5,000 or more, you will use an application process. This means

that at the end of the webinar, instead of making an offer e.g. here's the link to the "buy now" button. Go and put your credit card in.

The offer is: If this is of interest to you and you would like to have more of a discussion about how we can work together, then here is the link. Go and give me some information about you and what you are after and what you do and I will put aside 15-20 minutes of my time to go through that and speak with you and see whether or not there is any way that I can suggest that I might be able to help you.

So, by going through that process, once people have put in their application form, you then give them a call and then go through a sales process on the phone, if you have a high level offer that you want to make to them. i

It works really well and I know lots of people in the US, particularly, who are selling \$25,000 programs off webinars, using that method. So, it is a bit of a piece of string question, but the price on the product that you are selling on your webinar, will be determined by whether you want to sell immediately or whether you want to go through a two-step application process.

Question: "If you are running a "like" campaign, how do you know if it is successful? Do you have a target number of "likes"?"

Answer: This really varies, depending on the niche and we run campaigns in a really wide range of niches. If it is a "passion" type of niche e.g. Kerry's Run Marathon Training; our daughter, Brodie's I Got Cattitude page, then it is really, really quick and easy to get thousands of "likes" for under ten cents per "like".

if it is a business niche and it is quite narrow, then it tends to be more expensive and much slower to get "likes". At the moment, this weekend we are running a workshop - we have two guys over from the US who are doing a workshop on how to make money on Amazon - selling on Amazon US. Getting "likes" in Australia for that, is quite expensive and quite slow.

I think we have been running it for a few weeks and we are still under 100-"likes" and we are around \$1-\$2 per like. There is a big, big variation and so, with that it is better off to have Kerry monitor it, because there is not a standard for it. Kerry will monitor it and make sure that she is maximising the results for your particular niche.

Question: "I was just wondering what we can justify if we are brand new and inexperienced?"

Answer: The first thing to do is to not feel like you are brand new and inexperienced, Julie. People will pay you what you feel that you are worth.

I know that the very first time that we offered a high-level coaching program, Andrew suggested we charge \$10,000 and I was absolutely horrified.

I did not feel that I was worth that and that anyone would pay us \$10,000 to be coached by us and that was definitely in my head, because three months later when we did the same sort of offer, having gotten some real successes the first time around, we put the price up to \$17,000 and we got a lot more people buying at that price than the \$10,000, but whether or not people would have bought was completely my mindset that was affecting that.

We will be covering some mindset stuff in the program and that is very powerful to do some soul searching about what you believe that you are worth. That is definitely the biggest determinate of things. Know that you have value to give and know what that is worth to people.

You don't need anything to open a Google Adwords Account. You just open up Google Adwords and create an account. You don't have to put in a credit card. There is nothing that you need to do. You don't need a website either.

It looks like we might be all done!

Thank you for all of your "thank yous"! We will see you the same time, same channel next week!

See ya!