

## **WEBINAR SOLD OUT: All you need to know to Create, Launch and Sell Out Your Webinar.**

This is going to be one of the best investments you've ever made in your career as an online entrepreneur.

It's going to stretch you out of your comfort zone but the results will be worth it! We're going to cover 7 steps to create, launch and sell out your webinar.

In case you don't know, or you're not sure, a webinar is an online meeting where you can host people online to learn from you. It's simply a seminar that holds on the web. Hence the name 'web + inar'.

Personally, I have made over N10,000,000 in sales from webinars and in this course, I'm going to be sharing with you all the things you need to know to replicate my results plus more.

Are you ready?

### **Module 1: CLARITY**

1.\*Be clear on the solution you want to deliver and how you want to deliver it.

#### **1. What can you teach?**

Expertise

Experience

Hobby

Skills

Educational qualification

Figured out yourself

Passed on to you

**Take note:** If a free webinar, teach the why and what. Sell the how.

#### **2. Validate your topic**

Are you really good at this topic?

Do you like teaching this topic?

Do you want to teach this topic?

Have you gotten results from what you want to teach?

Have you helped others get this results

Is there something unique about how you got your results?

Do you want to be known for this topic?

Will you pay to learn this?

Are people already paying to learn this?

Note: do not create a slide of your webinar until you have validated your topic.

Ask questions on your page. Something like: 'If I promise to show you .... would you sit through?'

(Screenshot from my page)

The course you want to create needs to have a ready market and you must be ready to teach it.

### **3. Be clear on your target market**

Who do you want to serve?

Why should they care about your class?

What will they get from the class?

### **4. Timing of your webinar**

Set a date and just run with it! There will never be a perfect time. I suggest Sunday usually but one of my mentors suggest Thursday so that people can have the weekend to watch the replay and take action.

### **5. What's your income goal?**

Be clear on how much you want to make from the webinar: This will give you an idea of how many people you want to get.

Even if it is a free webinar which serves as a lead magnet, you want to set a goal on the income you want to make from your upsell.

### **6. How will you market?**

Be clear on your marketing channels

Channels: Facebook (your profile and page, groups, stories)

Instagram (your profile, stories, IGTV, Live)

LinkedIn: Your profile or community you belong.

Twitter: Your page.

WhatsApp

Ads? Will you run ads to the

Explore all channels. This is why it's called a LAUNCH.

### **7. What else will people buy from you?**

This is a critical part of hosting a webinar. Be clear on the upsell. It can be a consulting session for customized solutions or a coaching session for hand-holding, or an online course to offer a transformational result.

A buyer is a buyer. So far you have not disappointed them in the past, they will trust you again to buy from you.

I had to train myself to upsell my customers. Since I found that it works, I have now mastered it. Today, they are the ones I market first.

## **Module 2: TOOLS**

These are the elements, softwares, apps you need to properly set up technically.

1. **Canva/Powerpoint:** Used to design your webinar slides, social media posts, etc.

There are tons of tutorials on YouTube about how to use canva and the more you use it, the better you get at it. I've been using it for almost 3 years now.

*Do a short presentation by scrolling all the way down to my designs, touch on a few tools there.*

For your slides, have less text, more pictures, more white spaces so you don't distract people because they want to copy your slides.

You can also use it for your **Flyer** because you need a visual representation of your webinar. It should contain the title of the webinar, date, (your picture), etc.

Sample: on my IG page.

**2. Hosting platforms:** Free and paid.

**Facebook group:** If you don't want to subscribe to any software because you are on a low budget, you can hold your webinar on a closed Facebook group. Simply go to your menu bar on Facebook and create a group. Edit the settings to a closed group and copy the link to the group. This is the link you will share with people to access it.

You can actually share your screen but this is only available on a laptop.

(Video walkthrough on how to create a Facebook group, members settings, put up the header, how to go live with video or live audio, etc).

**Zoom:** This is a live recording software that allows you to hold a live meeting with lots of people who sign up. You can share your screen, or your webcam or both while you are live.

You can chat, share your screen and invite others to do same.

Register for free to get 40 minutes for 100 people.

To have more than 40 minutes, subscribe to \$14.99 per month. To have more than 100 people, get add-ons.

Schedule your webinar. The date of your webinar will never be perfect but here is my suggestion: Make it between the second and 3rd week of the month so that your main offer period can fall within salary period. It can also be a Sunday evening when people are relaxed.

*Meeting setting:* Registration required, password or not, turn on/off video when starting, mute audio or not, record immediately or not, mute, allow participants to unmute or not. Customise the registration message.

Once you schedule, you will get a link. This is the link that will be sent to them automatically after they register on your website. They also receive a mail upon successful registration.

Note: This mail can be tweaked.  
(Let me show you how)

**3. Registration pages:** to ease up sign up / registration process. Though optional of you're just starting out. The main point is to be able to reach the registrants / attendees before and after the webinar.

*Basically, you need only 2 pages.*

**Landing page:** This is the page people will land to register for your webinar. If Facebook, if Zoom or a web-based opt - in page:

It should contain: The flyer of the webinar, what they will learn.

If a web-based opt-in page, should also contain a testimonial of you/class or what authorities are saying about you.

If it is a free webinar, it will contain an opt-in form that people can enter their names and email addresses directly.

If a paid one, it would contain the payment link/details. Then you will send them the link upon successful payment.

(Video practice)

**Thank you page:** This is the page they land on after registration.

If it is a free webinar, it should be the zoom registration link directly so people can consciously register again on Zoom.

If it's a paid webinar, the registration page will be the thank you page after they pay. That is, it will be the "payment successful" page on your payment gateway.

Note: Every opt-in form has a thank you / success page redirect. Once you set it, it goes there.

(Video tutorial on setting up paystack success page and of an optin form).

**4. Email service provider:** They are platforms that allow you manage your email list. They receive and store your email address automatically for you. They send out autoresponder emails for you. They send out bulk emails for you. Some even have opt-in pages you can use just in case you don't have websites.

*Attached to this module are bonus lessons on how to set up your Mailchimp email service.*

**Autoresponder:** This is the mail that saves delivers the registration link to people automatically if they registered on an opt-in page.

In the automated mail delivering the link, you can talk a bit about yourself, for those who don't know you.

Zoom actually sends one like this once they register. This mail can be tweaked on Zoom.

(Downloadable: First email delivering link to how to build a Multi-million personal brand online.)

**5. Payment gateway (eg Paystack):** This is when your webinar is paid. Register, validate your account and set up a payment page so you can get a payment link. This link will be right on your opt-in page and the 'Success redirect page' should lead people straight to the zoom registration page.

(Video tutorial on setting up a payment page on paystack)

**6. Video editor:** This is a software that allow you to edit your webinar and make it for for replay.

**7. Video hosting:** This is a platform that allows you to upload your videos and share the link to watch it with others.

*Google drive*

*YouTube*

*Vimeo:* I prefer it to YouTube because YouTube links are usually accessible easily.

But with vimeo, you can set privacy.

There are plenty videos on YouTube on how to use vimeo but...

*(Video tutorial on how to upload on vimeo, settings and what they rep, get share links, etc.*

Vimeo is free but to access some things such as more memory, customize, you need to pay \$ per annum.

You can link your vimeo to your screencastomatic which means that you can upload your videos directly from screencast to vimeo without having to login to vimeo.

**(Bonus modules on Mailchimp** set up showing how to set up, how to send mails and how to create optin pages.)

### **Module 3: CONTENT**

#### **1. Webinar Outline:**

This is a breakdown of all you what to teach, categorised in a body of thought.

**2. Scripts:** A document that contains all the points you want to make in your webinar.

#### **Intro:**

**Introduction / Build rapport:** *Appreciate attendees, you're here to learn..., allay their fears, justify failures, encourage dreams.*

*Grab attention:* Tell them to avoid distractions

*Sustain attention* (if a free webinar): promise to share a link that contains a freebie.

*Tell your story.* Connect with them by telling them how you found out what you are about to share with them.

### **The Body**

The body of the content should preferably have 3 - 5 major points. Anything beyond 5 should be an online course, I think.

If a free webinar, delve into your 3 - 5 points. Tell plenty stories and give real life examples.

*Conclusion:* Recap what they have learnt. Take questions.

*Sales Pitch Upsell/downsell:* Make an offer to help them more.

**Attach:**

1. The script of this course
2. Sales pitch script for a free webinar.

**3. Slides and worksheets:** design on canvas or PowerPoint according to scripts. Remember, less is more. Use pictures, illustrations and white spaces to keep attention.

Slide 1 - Title

**Attached:** trimmed down slides from one of my best-selling webinar - Clients Attraction and Conversion Strategies. I have to trim it down cos you'd have to pay to access it. You can get access to it at [www.temijibewa.com/cac](http://www.temijibewa.com/cac)

**Worksheets.**

***Designing your worksheet.***

**Module 4: LAUNCH!**

1. ***Prelaunch: After setting your date, work backwards.***

Validate your topic.

Set your goals. How much x how many people?

Decide on the urgency tactic: Discounts, time-limited bonuses, bonuses limited to a number of people,

Map out your free content. Do a brain-dump. What are you selling? What will be the tip of the iceberg that will pull people in?

Design your freebie. A challenge, pdf guide, livestream, etc.

Set up registration pages: landing page, sales page, etc. It may be a PDF doc on Google **drive**)

*Map out your marketing channels:* WhatsApp BC message to those on contact list Update your social media bio. Ask to be featured on influencers pages. Ask to be featured on influential groups. Host a challenge Do a giveaway. Run ads. Host a webinar with someone. Map out the frequency of interaction.

Design the webinar content. Slides and worksheets.

Set up your tools. Email provider, hosting platforms, Payment gateways, etc.

Write your pre-webinar and post-webinar emails. Share your story, create excitement, inform your audience about registration, address objections, showcase testimonials, address faqs, announce deadlines, announce bonuses, say thank you.

Create social media post content/themes.

Decide on your upsell/downsell.

**Attach:**



## 2. Creating converting social media posts

### 3. The Launch Process

You have to create a buzz around your upcoming webinar by designing a launch plan. The more the people that are aware of your launch, the better for you because you can safely assume that 1% of them will convert.

Design the journey

#### ***A 21 days launch plan.***

Day 1 - 7: Share valuable content on all your channels. Attempt to answer 10 FAQs on your topic and hint that something is coming.

Create teasers to hint that something is coming.

Would you seat through a 60 minutes online workshop if I promised to...

If a paid webinar and you don't have a large crowd or haven't build plenty KLT with your audience, I strongly suggest you build a list with a freebie by giving a checklist, free guide, etc. You can even run ads to the freebie. It is in the freebie you will then mention the upcoming webinar or on the thank you page.

Day 8 - 15 announce and promote webinar

Day 16 - Hold webinar

Day 17 - Send out replay.

Day 18 - Send out another link for replay + another free resource.

Day 19 - 21 Send follow up emails on your offer.

#### **Attach:**

1. Webinar activities calendar
2. Webinar promotions calendar.
3. Launch blueprint

## **Module 5: DELIVER**

### **D-Day Activities**

Restart your laptop

Go over your slides again to tidy up your content.

Have your printed-out script close to you.

Have a bottle of water and feel free to sip at it intermittently.

If you intend to show your face, ensure you use a plain background if not pretty and check your light to avoid shadows.

The position of your camera should be right in front of you or just a little bit lower.

Mic check

Reboot your internet connection.

## **2. Delivering your world class presentation.**

How to run a successful presentation

Go over your D-Day Checklist again

Hit The Start Button!

Hit the record button!

Deliver your presentation

Intro: Welcome everyone briefly. Confirm they can hear you. Intro yourself, topic and ask for attention

Hit your topic.

Make your points quickly become time FLIES!

Take comments in between or at the end.

Round off.

## **3. What can go wrong and how to fix them.**

When someone makes annotations on your screen

When your system hangs. Calm down, let it cool off, restart and resume your webinar, apologising for the break in transmission. Don't panic because if you were doing a good job, people will come back.

## **4. POST WEBINAR**

Edit your video: Using Windows Movie Maker or upload on the paid edition of screencastomatic and edit. Basically, cutting off unnecessary parts.

Upload on vimeo

Send out replay  
Set automated mails on motion.  
Do a report

*There is a bonus module on FAQs.*

Thank you

**Bonus: FAQs**

How long should a webinar run for?  
How to deliver massive value without overwhelming your audience.  
How to get people to buy on the spot.  
How to get people to buy more from you.