

MY FIRST 5 FIGURE WEBINAR IN 30 DAYS

WEEK ONE:

- ✓ Choose a date.
- ✓ Create an irresistible webinar name that speaks directly to your target market.
- ✓ Create your Lead page with 3 outcomes they will learn from the webinar.



WEEK TWO:

- ✓ Create your Facebook ad graphic.
- ✓ Create your Facebook marketing campaign (ensure you have your target market and add common interests).
- ✓ Create a sales page; this is where you will direct the audience to take advantage of the special offer 3/4 of the way through your webinar. (To sell your coaching, product, online training program etc)
- ✓ Ensure you have a checkout button (eg Paypal) on your sales page for them to grab the offer.
- ✓ Collect any past happy customer testimonials and display on your sales page

WEEK THREE:

- ✓ Start creating your presentation on powerpoint or keynote.
- ✓ Ensure your slide talks about their learning outcomes.
- ✓ Slides that help enforce your teachings and a page that has your offering that is a duplicate of your sales page.
- ✓ Create a killer introduction that speaks directly to their needs and desires.
- ✓ Practise your transition to your offer



WEEK FOUR:

- ✓ Do a practice run on your chosen webinar platform.
- ✓ Send reminder to the people who have opted-in.
- ✓ It's show time! Deliver your webinar like a rockstar.

SOME HANDY STATISTICS:

- ✓ Remember approx 25- 30% of people who registered will show up.
- ✓ 10% will buy (unless you are working with 5-6 figure webinar launch script than stats are between 20-60%)
- ✓ Email the remaining 70% with a replay with a time limit of 48hrs.
- ✓ 30% of your customer who buy once will buy again
- ✓ Emailing your replay increases your closing rate up to 70%