

# How To Get Attendees From Product Launches

**S1:** In this module, we'll talk about getting attendees from product launches. There are new products being launched every day and sales of a product in a day could reach up to thousands. By making a webinar, you too are making and launching a product, of course. However, there's a way for you to use other products' launches to be in your favor. Let's dive into, "How To Get Attendees From Product Launches."

## Product Launch

- Product launch done by JVs
- Efficient JVs can gather a large number of audience

**S2:** As I've mentioned, an array of products are being launched every day. These launches are promoted by JVs, which is short for "Joint Venture partners" or affiliates. They will help you promote your webinar and in return, they'll be paid with commission from the product sold.

An efficient JV can reach out to a huge number of people and will have the popularity of your webinar amplified. In other words, if you get a JV to help promote your product, you'll save the time and energy of promoting your webinar.

## JVs Commission

- Low-ticket sale – 100% commission
- High-ticket sale:
  - \$297 – 50%
  - \$497 – 40%
  - \$997 – 30%

**S3:** There are two kinds of products: A low-ticket sale and a high-ticket sale. A low-ticket sale product is a low-priced product whereas a high-ticket sale product is a high-priced product. For a low-ticket sale, the JVs would usually expect 100% commission. For example, a 7-dollar product, which is a low-ticket sale, JVs would expect 100% commission. It is a common rate for low-priced product.

For a high-ticket sale, however, the common commission rate is 50%. Your webinar falls under the high-ticket sale category. A webinar can cost anywhere from 247 dollars up to 2000 dollars. JVs would want 50% or less of that in order to agree to promote your webinar.

## Sales Funnel

- Prospects will be directed through a sales funnel
- Series of sales pages
  - 1. Purchase page
  - 2. Upsell
- Frontend & backend products

**S4:** The webinar can also be promoted through the sales funnel that buyers go through when they purchase a product. Once the prospects have made a purchase, they will be directed through a series of sales pages. After the purchase page, they'll go to another page where another product is being sold. Sometimes, the product

sold here is an extension of the earlier product. In this page, the product sold is usually of higher price than the initial product.

The initial product sold is called the frontend product whereas the product sold after it is the backend product. This process is also called 'upsell' as the backend product is at a higher price. After a customer makes a product purchase, they'll be offered with the backend product.

## Backend Product

- Webinar is a great backend product
- High-priced
  - Perfect upsell

**S5:** A webinar is perfect for a backend product. Because it is a high-ticket sale product, it works well as an upsell of the initial product that is priced lower. A JV would definitely be inclined to choose a webinar as a backend product.

## Leads

- Webinar conversion rate is low
- If sales were not made, leads can be increased
- The leads can later be followed up

**S6:** Because of its price, a webinar has a low conversion rate. If you somehow achieve a 10% conversion rate, it is considered to be very, very successful. Anything higher would be miraculous. So, do not expect your webinar will be sold in large amounts to a really big group of people. However, there's still good news. If a prospect doesn't make a purchase but might be interested in what you offer, you

can ask them to subscribe to your mailing list. To do this, provide a squeeze page on your website.

The idea of doing this is for you to grow your email list. You can then follow-up with them should there be promotions or you can even reach them when you have a future product, perhaps a new webinar that you're launching in the future. If they subscribe to you, it means that they are interested even though they were not enticed enough to make purchase of your webinar immediately so it's a good idea to keep them in touch.

## Product Congruency

- Congruency is key
- If webinar is not pertinent to product, a sale is less likely

**S7:** For you to get attendees using this method, product congruency is key to a higher chance of conversion. If your webinar is on Facebook advertising, you'd have a higher chance of getting conversion when the product launched in the frontend is related to advertising or Facebook. If the frontend product and the backend product do not relate, for example the frontend is a product about selling and buying domain names and the backend product is a Facebook advertising webinar, the chances of conversion is less likely.

Remember that congruency is key.