Hello and welcome to Video #2. We’re gonna talk about the biggest mistakes that webinar hosts make that lose sales. So, what kind of mistakes do we make that prevents us from making the sale?

Well, first of all, we tell people too much before the webinar happens. And what I mean by that is you might give too much information about what is on the webinar – you might give a little bit to build curiosity and you might wanna give just a little bit like benefit points, what’s gonna happen, kind of like a general idea that’s interesting but incomplete. You don’t wanna give too much information. So, if you were to give a PDF or if you were to give a checklist to somebody or some sort of homework to do that’s really intriguing, make sure that you do not give too much. You give maybe a checklist or something that is interesting but incomplete.

No social proof, no case studies – what you wanna do is you want to get them to think, “Well, if they can do it, so can I.” Because if they don’t have that in their brains, then there's probably not really a reason for them to sign up or “If you can do it, so can I.” So, these are just some things that can help boost your conversion rate. It doesn’t necessarily mean that if you don’t have social proof that you will not make as many sales. What that means is this definitely just boosts your conversion rates.

And of course, no reminder or follow ups to the webinar. We talked a lot about this and in fact, this whole video course is focused on reminder emails and follow-up emails. The reason being is because people live busy lives and they need a reason, they need to be followed up to get them to attend the webinar.

Now, let's talk about some mistakes that we often make during the webinar. A lot of times, we talk too much about ourselves and we don’t angle what we talk about ourselves in relating to the audience and what the audience wants. So, it’s okay to talk about yourself as long as the audience understands why you're talking about yourself. Maybe their goal is to ultimately become like you or their goal is to ultimately use what you have produced and get the same results. So, as long as you angle it that way, it’s okay to talk about yourself. But I've seen many, many times, time over and time over again people just talking about themselves and it doesn’t relate to the topic in the webinar.

No engagement with the audience (talks only with self or interviewee) – you’ve been on webinars where the person just talks to the interviewer or interviewee back and forth, back and forth. It’s really interesting, it’s really amazing but if you think about the webinars that really intrigued you and really got you laughing, you giggling, taking action, and really excited; they’re probably the webinars that engaged with you, meaning the interviewer and the host said, “Okay, so-and-so, our audience wants to know this. Our audience …” or “If you think this, say ‘yes’ for 1 and 2” and then the audience responds. So, there has to be some sort of engagement during the webinar itself so that you keep peoples’ eyes open and your conversion rates will definitely go a lot higher by doing that.

No pitch, no call to action and no nothing – a lot of people are scared to pitch or call to action. Don’t be afraid to ask for the sale and make sure that you're confident in asking. With that said, as you can see it’s not rocket science at all; you can easily implement this stuff right away.

In the next video, I'm gonna talk about actual strategies that you can use in increasing your webinar conversions.