Hello and welcome to Video #1, Introduction to Webinar Conversions. First things first, I wanna give you a quick webinar overview so you know exactly what to expect and what we’ll be covering in the next few videos.

This is the introduction so Video #2 is gonna talk about the biggest mistakes that webinar hosts, you, will make that lose sales. A lot of these are just minor things that we just forget to do but can drastically decrease your conversion rate. So, I wanna make sure that we cover those before we jump right in and talk about the follow ups and exactly what you can write in your follow ups, in your reminders and so forth to increase the attendee rate and increase the conversion rate of what you're trying to sell or what you're trying to achieve in your webinar.

Video #3, we’re gonna talk about how to increase your actual attendee rate. So, I'm gonna talk about some strategies that you can go ahead and use to increase that. Now, part of that involves email follow-ups. So, instead of thinking about, okay, “What is gonna work?” and so forth, I'm gonna give you a webinar email schedule that has worked well for us.

Video #5, we’re gonna talk about email follow up and reminder templates. I'm gonna show you exactly what you can write so you can kind of get an idea about how you can customize it for your own webinar.

Video #6, we’re gonna talk about getting people to run through your door. So, what I mean by that is after your webinar is done, how do you convert them from prospects to customers? How do you get that sale? So, we’ll talk about strategies in that video.

And then Video #7 will be similar to Video #5 but in this case, it will be the after the webinar follow up templates. So, with these template sections, you can simply just copy what I write and customize it to your own needs.

So, why is this crucial? Why are we focusing so much on the email aspect – the before email and the after the webinar aspect in terms of emails? If you really start thinking about how we act ourselves, a lot of times, what happens is we all have signed up for many things – many webinars. And if you have attended those webinars 100%, congratulations for you but I can guarantee you that the majority of you including me have all signed up for webinars or have all signed up for meetings or events or things like that and then something has gotten in the way or we just forgot about it. So, that’s what’s happening with your webinars attendees.

People’s lives are busy and they forget. And not always to they intentionally do that. So, by realizing that truth and realizing that everybody is similar in that light – that they're busy, their family needs them, their kids need them, their pets need them, or something happens unexpectedly, or they just totally forget. If that’s the case, how can you help them?

Remind them, follow up with them – the solution is you kind of have to give people a reason to show up. So, we’re gonna cover that but you also need to nudge them along the way up until the webinar and the same after the webinar.

I really want you to think and really want you to get into the mindset here because a lot of times we think, “Oh, I'm gonna bother so-and-so because I have to follow up with them.” Yeah, that’s the case for some people but the way that I see it is that it’s okay to follow up with somebody as long as it relates to what people signed up for. So, if somebody signed up for your webinar then they're probably not going to get annoyed so much when you try to remind them because you're doing them a favor. A lot of times they want to initially but then they totally forget about it.

And then a lot of mistakes that a lot of webinar hosts make is that they don’t do the follow ups, they don’t do the reminders, and then what ends up happening is people just totally forget. So, like I said, while you might annoy some people, the majority of people will appreciate reminders. What I found is by following up, you actually increase you conversion because people get excited about it and they're more likely to attend.

Now, here are some recommended tools. Obviously with this video course, you're really not gonna need any tools. All you need is a pen and paper or something to write the template and swipe files down and the ideas and strategies down. You can use your iPad, your iPhone, or your computer – whatever best suits you. Keep in mind that I'm not really going to show you how to set it up on Autoresponder and stuff like that but things that you're gonna need later on to help you set up these live webinar funnels or even automated replay funnels.

You're gonna need Autoresponders like Getresponse or Aweber so that you can build your list and then you can follow up with them and then you can also follow up with them after the webinar. You can use recommended software like 1MinuteSites.com or even Leadpages.net, which is optional. I know 1MinuteSites. I don’t know about Leadpages but I know about 1MinuteSites that it allows you to integrate it with GoToWebinar. So, you can have GoToWebinar doing all the follow ups, but if you know and if you're aware of this, GoToWebinar doesn’t really have a feature that allows you to follow up after the webinar. So, you have to do that with either Getresponse or Aweber or 1MinuteSites or Leadpages.

One software tool that I personally have been testing out is called Webinar Ignition. It’s basically a WordPress plugin that integrates with your WordPress site and it sets everything up. In fact, in my opinion, it makes life so much easier in terms of automating your webinars. It works really well with email and it works with text messaging. So, it takes it one step further and text people if they enter their information, their phone number then as you know, somebody getting a text is more likely to take action because people carry their cellphones everywhere; not everybody carries their computer everywhere and not everybody checks their email every time. But when a text message comes in, they generally check it. So, that’s really powerful and I personally tested this software out and I would definitely recommend you to take a look at it.

So, with that said, let’s move onto Video #2.