



Marketing Fast Track Program

The Foundation of this Fast Track Program is...

The Funnel
Overview

The Webinar Flow

Converting
Ideal Clients

The Pre-Qualifier

The Engagement
Syphon

Delivering the Goods
(Fulfillment)

This week is all about the funnel overview and getting clarity on your audience...

What does the funnel
look like?

What do you need to
create this funnel?

Getting Targeted with
your message and your
audience

The 3 C's for a quick
survey and win...

Overview of Sales Flow

Traffic and Advertisement

Facebook Ads (60%)

Periscope
(15%)

FB Live
(10%)

FB, Twitter, YouTube organic
(5%)

Podcasting/Blogging organic
5%

YouTube Video Ads 2%

'How to' video content
+ repurposed to YT

'How to' video
(Native video creation &
ads for social growth)

Interviews/case
studies
FAQ/SAQ

All Content Drives Leads
to Mini Course or
Webinar

Free Mini-
Course

automated Webinar

Live Webinars

*Build your list using Email
Service such as Getdrip,
convertkit, ontraport, active
campaign, infusionsoft,
constant contact*

Using EasyWebinar for
your webinar and
potentially leadpages or
click funnels for the page
builder as an option

Woo Hoo!

Offering Your
Paid Products

Course,
Membership, Other
Product

Coaching
and Consulting

Service

Payment gateway
using Paypal, Stipe,
JV Zoo, Clickbank

In this program you will learn the components that make up the best sales funnel systems on the planet.

These of course are webinars.

Webinars convert: 10-20%

Sales pages convert: 1-2%

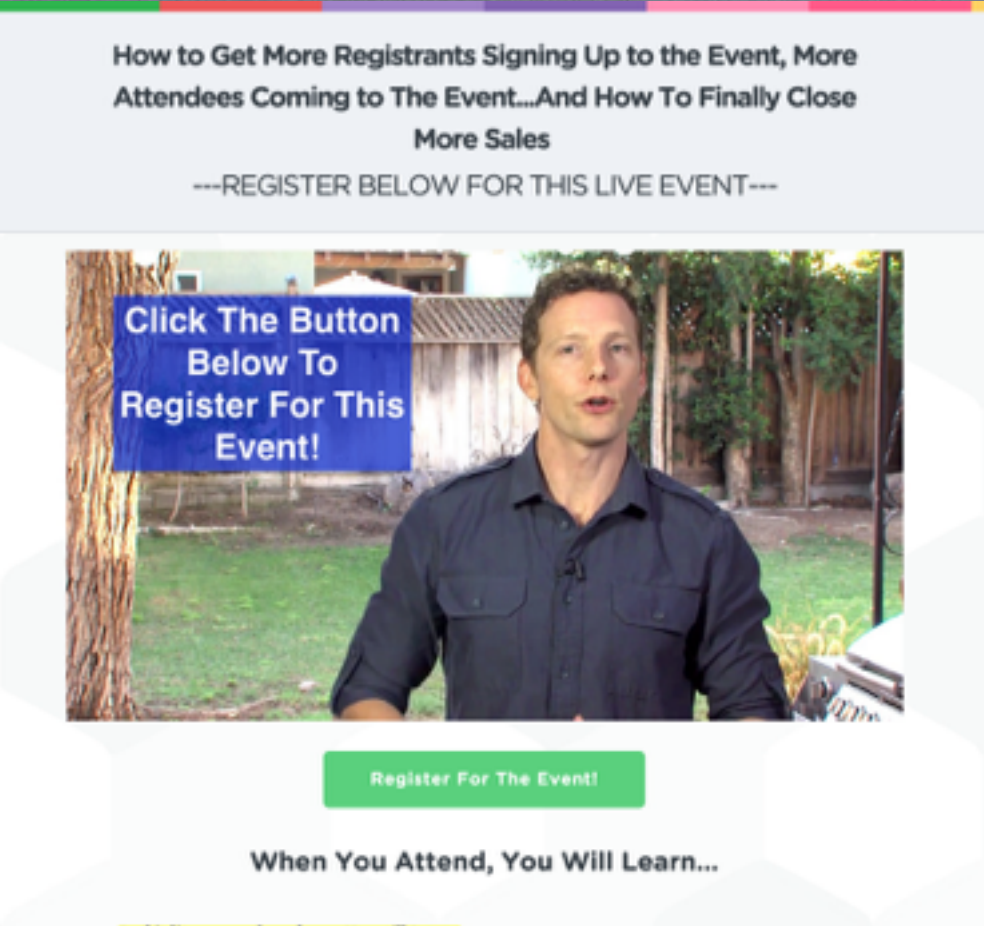
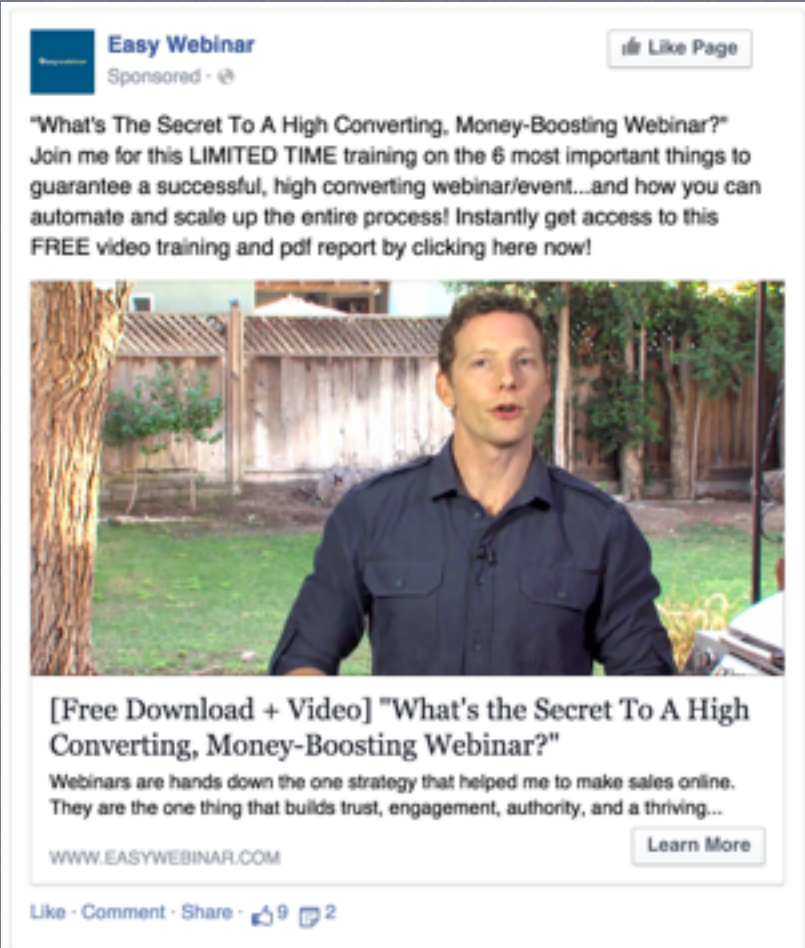
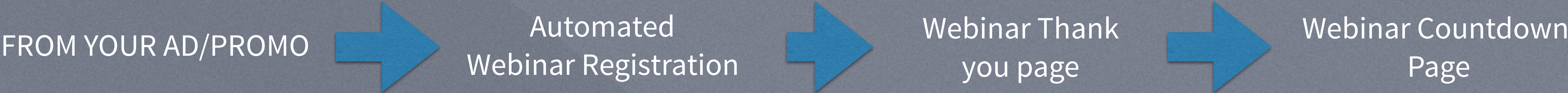
The math is simple. That is why you're here.

You love this kind of math! :)

What are Webinars For?

- Lead generation and list building [Automated or Live]
- Selling your online courses [Automated or Live]
- **Qualifying your customers as a consultant or service [Application]**
- Selling your physical products and books [Automated or Live]
- Selling affiliate products/programs [Automated or Live]
- Running virtual open houses [Automated or Live]
- Selling physical conferences [Automated or Live]
- Running virtual summits [Automated or Live]
- Running online live classes for paid customers [Live]
- Running online weekly free classes for list building, building a know, like and trust and authority around education based marketing [Live]

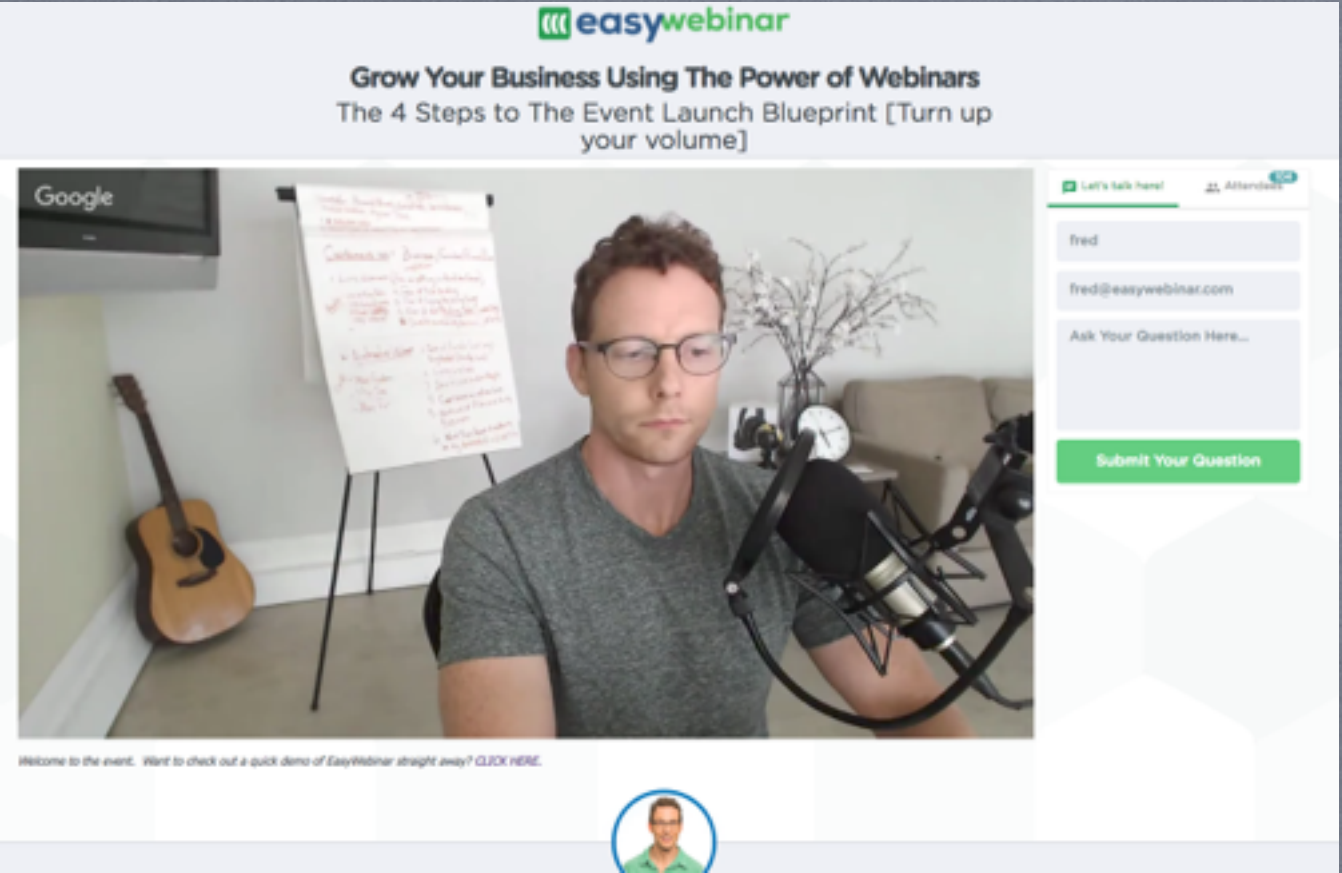
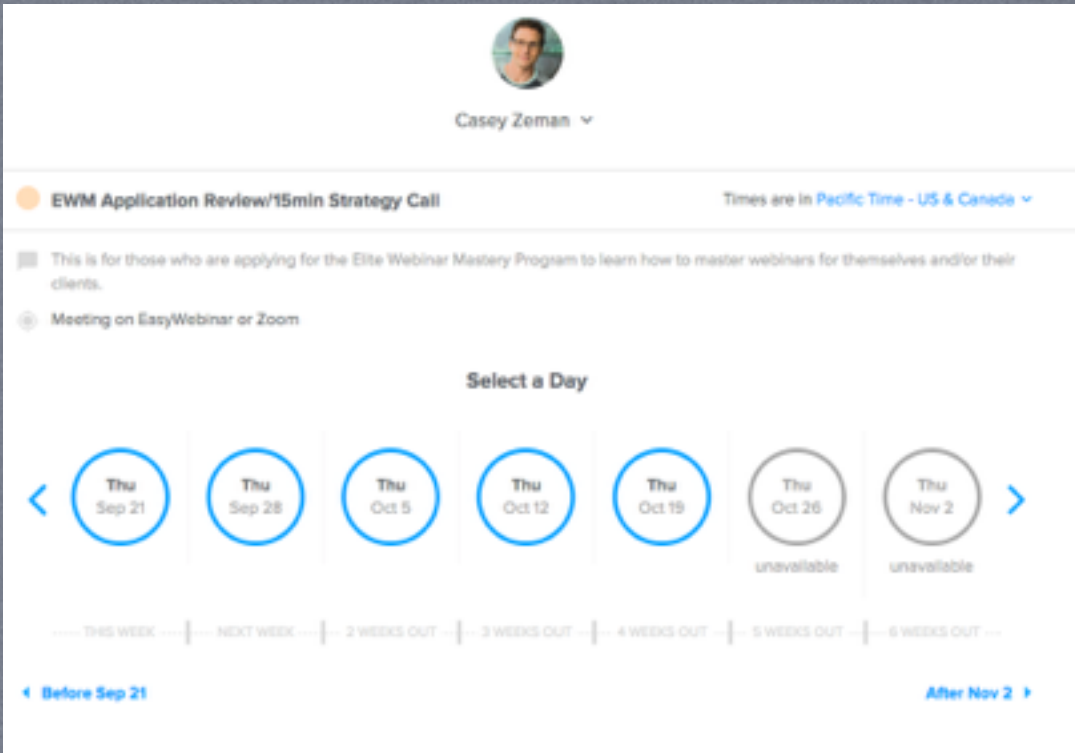
HIGH TICKET/SERVICE/CONSULTANT EVERGREEN FUNNEL [Instead of selling a product from the webinar, you are offering a strategy call.



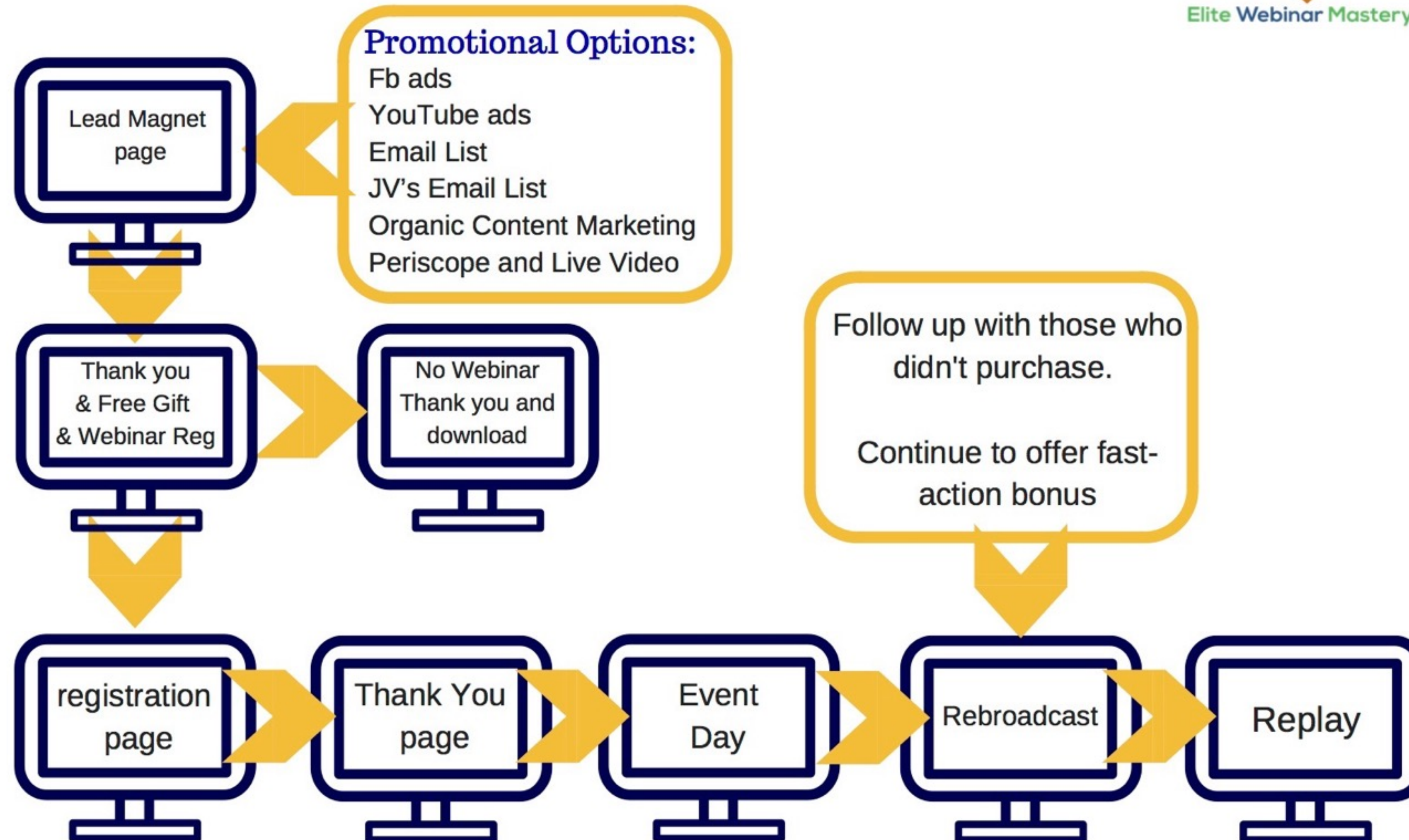
Strategy Call [And Sale]

Application

Event Page



Lead Magnet to Webinar Funnel



Live Webinar Email Sequence

48 hrs before - Email 1: More about Content (re-offer free gift)
24 hrs before - Email 2 : Why I'm teaching this
3 hr before - Email 3: Why you will want to attend (value bribe)
1 hr before - Email 4: We begin in 1hr. remind them about who this is for
At the time of the event - Email 4: We are starting now, come on in

Automated Webinar Email Sequence

24 hrs before - Email 1: More about Content (re-offer free gift)
3 hrs before - Email 2 : Why I'm teaching this
1 hr before - Email 3: Why you will want to attend (value bribe)
At the time of the event - Email 4: We are starting now, come on in



What Are the Needed Tools for Business & Webinars?

Module 1 Lesson #2

BUSINESS TOOLS

Tools:

- An Autoresponder / Email Provider (Such as Active Campaign, GetDrip, ConvertKit, Infusionsoft, or Ontraport)
**Most important
- An Webinar Platform (EasyWebinar)
- A Shopping cart /payment gateway for selling your programs (authorize.net, paypal.com, stripe.com)
- An affiliate program if you are attracting JV partners. (clickbank.com, jvzoo.com, infusionsoft.com, etc)
- A Membership platform for archiving your training (back end of your program) Wishlist, Kajabi, Memberium, Course Cats, Zippy Courses
- Vimeo plus for your video hosting
- A page builder (Not necessarily for webinars) such as Leadpages, click funnels or Optimize Press.

****Cross It Off The List****

- Do you have an Autoresponder ?
- How about a website or a free gift or pdf for a funnel?
- Watch this video all about branding (Funnel vs. Website) that is found on my blog.

Action item: Show us your Autoresponder of email provider and send a screen shot of it. Which kind is it? What did you get? Let us know!



**Different
Presentation
Software and
why!**

Presentations and Why?

The Benefit:

- Presentations give you the opportunity to take someone down a path and tell a story, so that you become familiar, and they start to know, like, and trust you.
- Webinar presentations are like dating—they shore up the sales cycle gap.
- You show that you know what you're talking about through a system!

WHAT PRESENTATION SOFTWARE SHOULD YOU USE?

Presentation Software

Here are some of the more popular platforms out there:

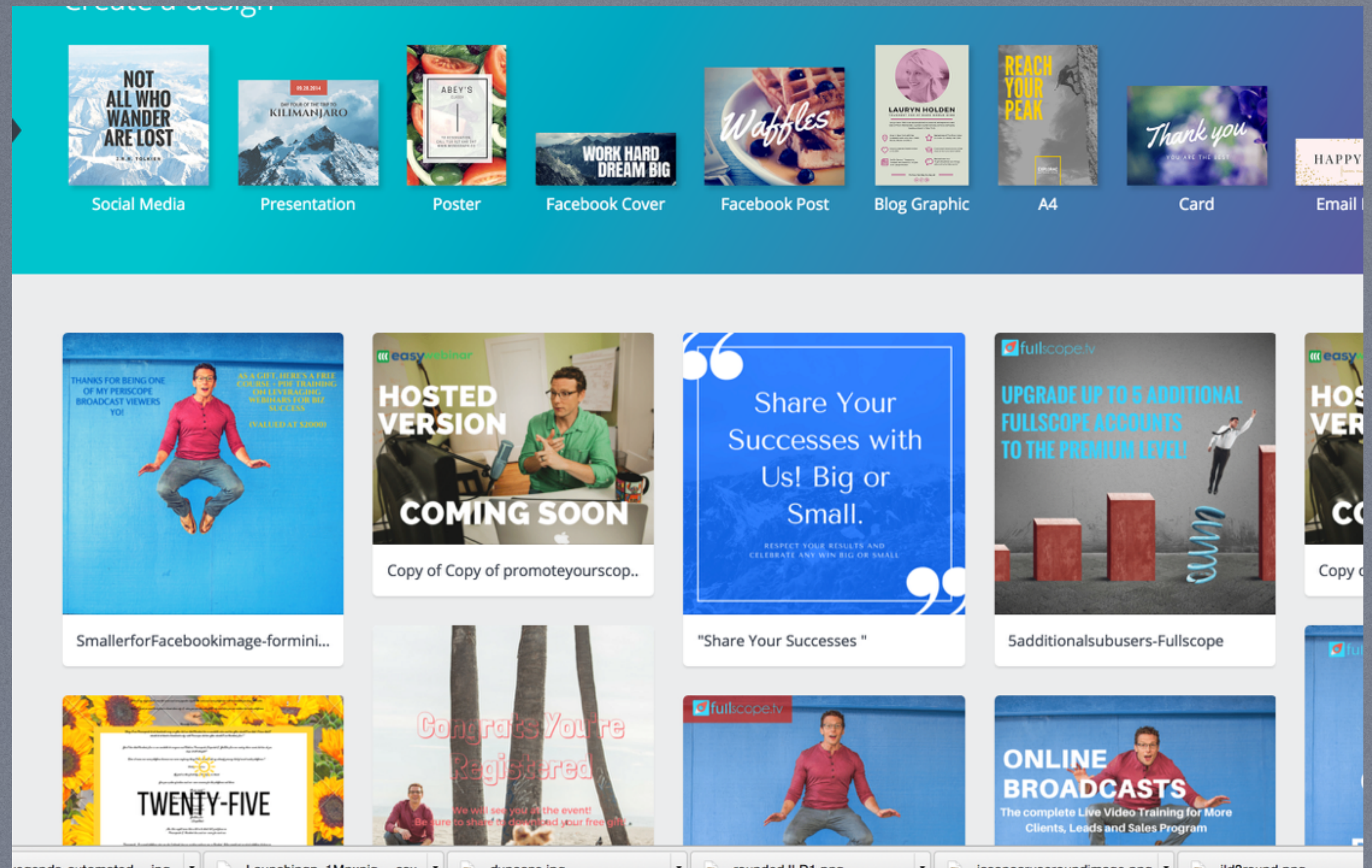
- Power Point (PC)
- Keynote (Mac)
- Canva
- Google Slides
- slides.com
- <https://app.slidebean.com>
- Prezi (software platform for dynamic presentations)
- Haiku deck

What do I use?

KeyNote!

And...

Canva!



Here are some quick tips when creating a presentation:

- Use 16:9 instead of 4:3
- Try to include high resolution images for pattern interrupt and story telling.
- Find your brand and use those particular colors in your slides.
- Understand that you don't always need to be in your slides.
You can show you in front of the camera or your screen!
- Bullet points are ok...just try not to overdo it with them!
- Sometimes a darker color background is better than a lighter one.
- Finally, animation isn't always necessary in your presentations.

****Cross It Off The List****

- Determine what presentation software you want to use!
- Decide on one idea for a presentation where you would use PowerPoint or another presentation software. Choose a name for your presentation, and upload a screenshot of the title.



Elite Webinar Mastery™
by easywebinar

Understanding what
type of WEBINARS
CONTENT you create
depends on the type
of audience you
attract!



We will decide exactly what you
will broadcast, but first,
let's talk about you!



Elite Webinar Mastery™
by easywebinar

What is your
story?

Why do you do
what you do?





Elite Webinar Mastery™
by easywebinar

The key to a
good webinar
is storytelling!



What is your “Why?”
Be creative and have fun—
think outside the box!

**HINT: YOUR WEBINAR ISN'T ABOUT
YOU...**

It is all
about your
audience...
WHO YOU
SERVE



Start thinking about what you're an
expert in...

WHAT does your audience need
that you provide?

The Key is to share your personal story as it relates to your audience.

Making your webinar content relevant to your audience's own status in life. (They know less than you, 3 years possibly behind you!)

WHAT does your audience need that you provide?

Embrace this concept:

You have an audience no
matter what

There are always going to be people
with more knowledge than
you...and then people with less
knowledge...

Those with more knowledge
are not your audience...

Creating Your Avatar

"A customer avatar is simply a detailed profile of your target customer."

Creating Your Avatar

Taking the time to choose a customer avatar will ...

1) Allow you to market to a specific niche

Creating Your Avatar

Taking the time to choose a customer avatar will ...

- 1) Allow you to market to a specific niche
- 2) Focus your marketing message

Creating Your Avatar

Taking the time to choose a customer avatar will ...

- 1) Allow you to market to a specific niche
- 2) Focus your marketing message
- 3) Increase conversion rates

Creating Your Avatar

Taking the time to choose a customer avatar will ...

- 1) Allow you to market to a specific niche
- 2) Focus your marketing message
- 3) Increase conversion rates
- 4) Attract a more qualified customer

Creating Your Avatar

Taking the time to choose a customer avatar will ...

- 1) Allow you to market to a specific niche
- 2) Focus your marketing message
- 3) Increase conversion rates
- 4) Attract a more qualified customer
- 5) Save you money by avoiding bad advertising

Creating Your Avatar

7 Elements to the perfect customer avatar

- a) Demographics
- b) Pain Points
- c) Challenges
- d) Goals
- e) Values
- f) Input Sources
- g) Objections to the sale

Creating Your Avatar

7 Elements to the perfect customer avatar

a) Demographics

Age / Sex / Location / Income / Marital status / # of children

WHY?... It helps you picture them while you teach.

See them sitting across from you at a
table asking for advice

Creating Your Avatar

7 Elements to the perfect customer avatar

b) Pain Points or Fears

Fear of what people think / fear of being ridiculed / fear of public speaking / fear of flying / fear of playing piano in a crowd / fear of sitting in a dentist chair

You have the solution...
get to know their fears

Creating Your Avatar

7 Elements to the perfect customer avatar

C) Challenges in life

Lack of time / Lack of knowledge / Lack of skill
/ Looking good at a meeting / Finding customers
/ Getting more leads / Finding good employees

If you know what they are looking for...
You can help them find it.

Creating Your Avatar

7 Elements to the perfect customer avatar

D) Goals

Make more money / Quit my 9-5 / Lose weight
/ Run a marathon / Play piano / Take better photos

If you know their goals...
You can help them reach them

Creating Your Avatar

7 Elements to the perfect customer avatar

E) Values

Honesty / Family / Good marriage
/ Raising ethical kids / Integrity

The things that guide them through life...
When you know their values
you know their parameters and limits

Creating Your Avatar

7 Elements to the perfect customer avatar

F) Input Sources

Trade shows / Podcasts / Blogs they read / Magazine
subscriptions they have / Gurus they trust

These things have formed their thinking thus far.
It helps you know their baseline.

Creating Your Avatar

7 Elements to the perfect customer avatar

G) Objections to the sale

Too expensive / Training too long / Do I already know this?

How much daily time must I commit?

Work out the objections ahead of time.

Answer them in the sales copy

Creating Your Avatar

Knowing your perfect customer avatar helps you focus your attention on attracting the right customer.

Creating Your Avatar

You talk to less people

Creating Your Avatar

You talk to less people
Have higher conversions

Creating Your Avatar

You talk to less people
Have higher conversions
Make more money

Who is your ideal customer & a quick exercise for ‘High Ticket’ offers?

1. Can they afford you?

Ex. “Are you someone who currently makes 100k a year but looking to make more in your therapy business?”

What are their biggest pain points?

Tip: Ask 6 questions.

Each question needs to describe the problem as your client experiences it on a regular basis. The more rich, vivid, clear you can be, the more powerful this will be.

Frame questions in a way that demonstrates that you understand the problem as "they" see it. All questions should be able to answer with YES OR NO. They should answer YES to it.

From there: Take all the problems they ‘think’ they have, and reframe it as those are just symptoms of one big problem.

Reframe. "If this is how you feel, I have good news for you. None of those things are the problem.

The real problem, is that you haven't made the "shifts" or you don't know the "secrets". I'm going to tell you what those shifts are in this webinar...

What if you don't know your audience's biggest pain points? Or if your message will resonate?

Send a survey!

“Hi ‘firstname’, I am doing a survey. In order to provide you with the absolute best content that resonates with you, please let me know the number one thing that plagues you today? What is the one thing that you just can't get off the ground in the x niche?”

What if you don't have an email list?

Send out a broadcast to Facebook or Periscope and ask them...“ What kind of content do you need from me?”

Of course before this is to happen, you should already be exploring and seeking out your audience.

A Quick Win: Three Phase Formula For Landing Clients Now....

1. Conversation
2. Connection
3. Close

Organic Traffic

1. Facebook
2. Email
3. Immediate Network
4. Current Clients
5. Past Clients

Action Steps

1. Survey the Source
2. Structure a solution
3. Share solution via a webinar
4. Sell your solution

What is your homework?

Go through Modules 1:

And complete the
homework assignments
in each of the lessons...

From Customer Avatar to
Getting the right tools for
running your webinar

Next week:

Go through Modules 1:

And complete the
homework assignments
in each of the lessons...

From Customer Avatar to
Getting the right tools for
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