

Getting Started with **Webinars** - Our #1 Driver of Growth Over the Past 4 Years





Hello!

*I am **Pat Henseler***

I am the Director of Training here at LinkedSelling.

You can find me in **The LS Platinum Community.**



A large mountain...

You need attendees.

You need to design a slide deck.

You need to determine the offer.

You need to choose a webinar service.

You need to create order/checkout pages.

You need a sales page.

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You need images for your slide deck.

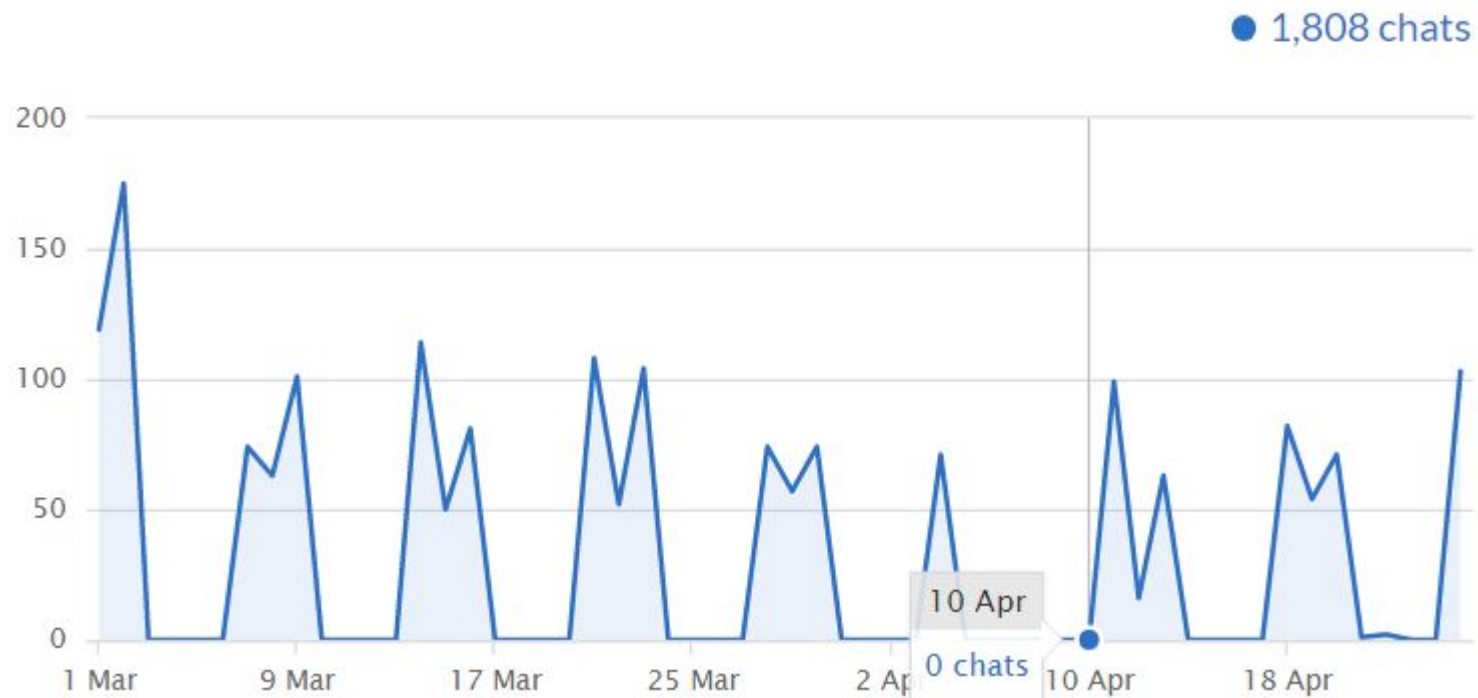
You need to practice.

You need someone in the chat.

You need to test the offer.

The list could go on and on and on...

Total chats





Are **webinars** for you?

- ◉ Who is your audience?
- ◉ What do they want to learn/accomplish?
- ◉ Where is their starting point?
- ◉ What issue do you help them solve?
- ◉ What's your BIG promise?

Information is power...no matter your product or service, your prospects want to be informed and make informed decisions



Where should you **focus?**

1. The topic (what will you present on?)
2. The structure (a simple outline to success)
3. Performance (how to build engagement/excitement)
4. Make 'em an Offer They Can't Scroll Past

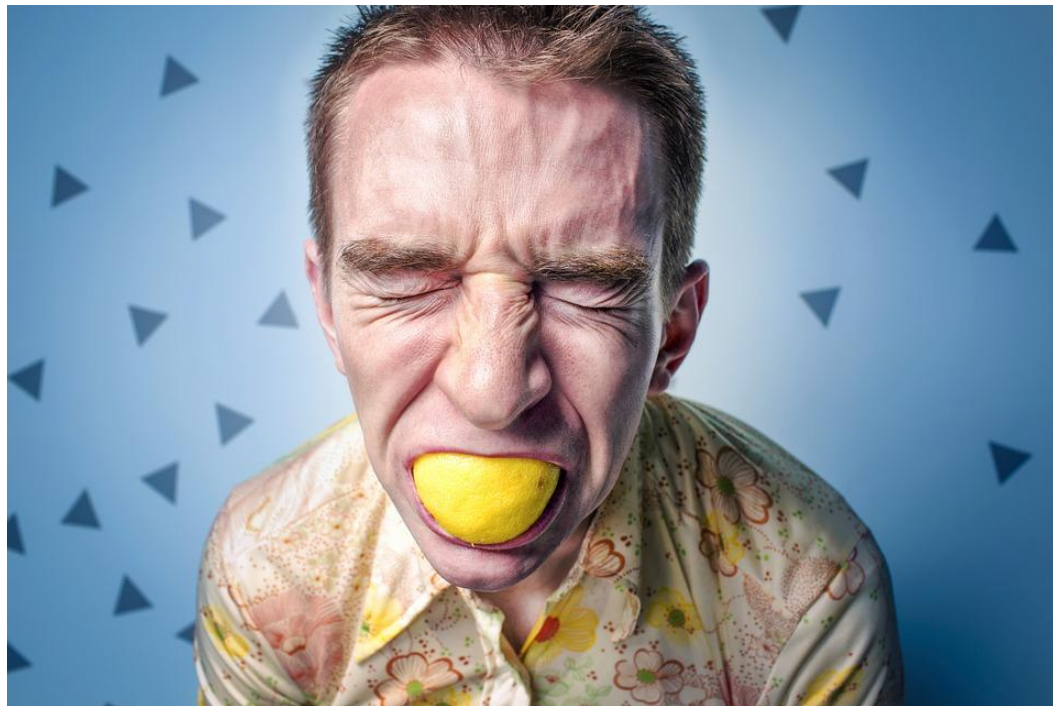
1

The Topic

If you provide value, they will come. If you provide fluff, kiss em
goodbye.



**How well do you know your
audience?**





How well do you know your audience?

- Your prospects...
 - Who are they?
 - Why might they or might they not watch a webinar?
 - What are their interests?
 - What are they reading? Who do they follow?
- IPO Formula

It all comes back to knowing your prospect...



VED

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30 Days to Build & Launch your Appointment Generating Machine

2

The Outline

Follow this template to construct a high-performing webinar.
Plug-and-play with your content to succeed.



A couple pointers...

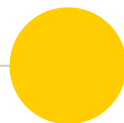
Webinar v. Masterclass v. Workshop v. Executive Brief

Brand your strategies. It will stick with your audience more.

“A strategy to gain more referrals” vs. “The Rick Hunter Strategy”

**Do you guys want to see “The
Rick Hunter” Strategy?**

**Keep the questions coming along, we'll have
more time at the end for additional Q&A**





The outline

- ◉ Webinar/content length...
- ◉ Why they should care & why they should listen to you...
 - Note: you'll have some attendees looking to get on with the show, but you need to build your authority/expertise or your audience won't buy what you say
- ◉ Testimonials/success stories

<i>Recommended Duration</i>	<i>Section & Slide Description</i>
90 seconds	Title Slide
60 seconds	Bonus Slide (optional, but highly recommended)
3-4 minutes	Why Should Your Prospects Care? Back it up with case studies, research, etc.
3 minutes	About you and your business. Be sure to make it very clear why you are qualified as an expert on the topic.
60 seconds	Overview of what they will learn (agenda)
20-30 minutes	Content Slides The number of slides needed will depend on your topic. The shorter you can go on the duration the better, as you can use the short duration as a selling point to get people interested in attending. The longer you go, the more people will drop out.
2-3 minutes	Testimonials & Social Proof If possible, use a video testimonial.
3-4 minutes	ROI Justification This one is important!! Your goal is to help the prospect discover the ROI of your services/products.
3-4 minutes	Presentation of Your Offer / Services Walk them through how your services work. Then give them an opportunity to engage with you.
2 minutes	Bonus (optional)
5-10 minutes	Q&A
3 minutes	Close

Even if you...

...don't have a website yet...

...don't have an email list or a following...

...have never been good at social media...

...suck at technology...

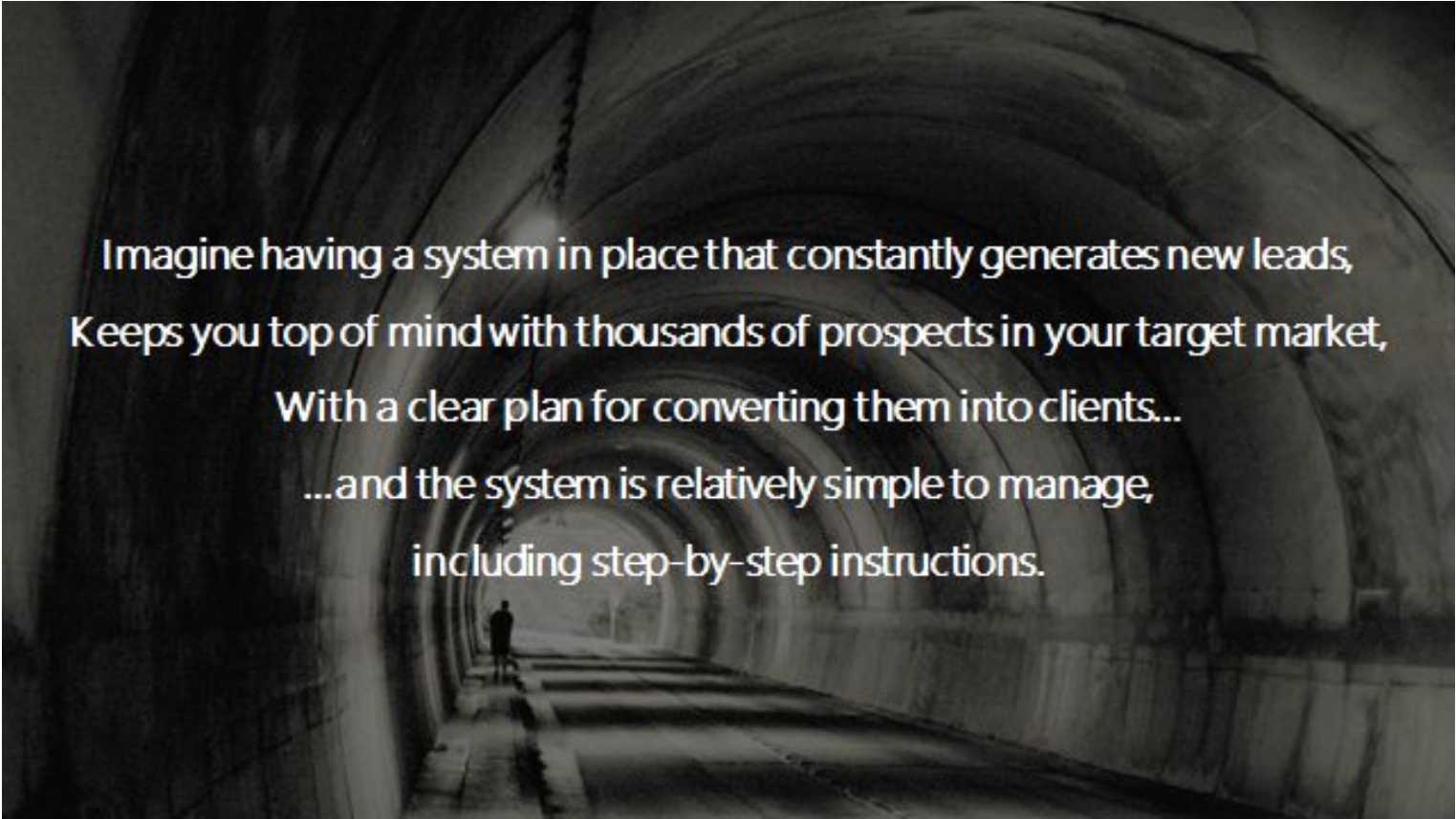
...aren't yet sure which prospects to target...

...or just aren't sure where to get started!

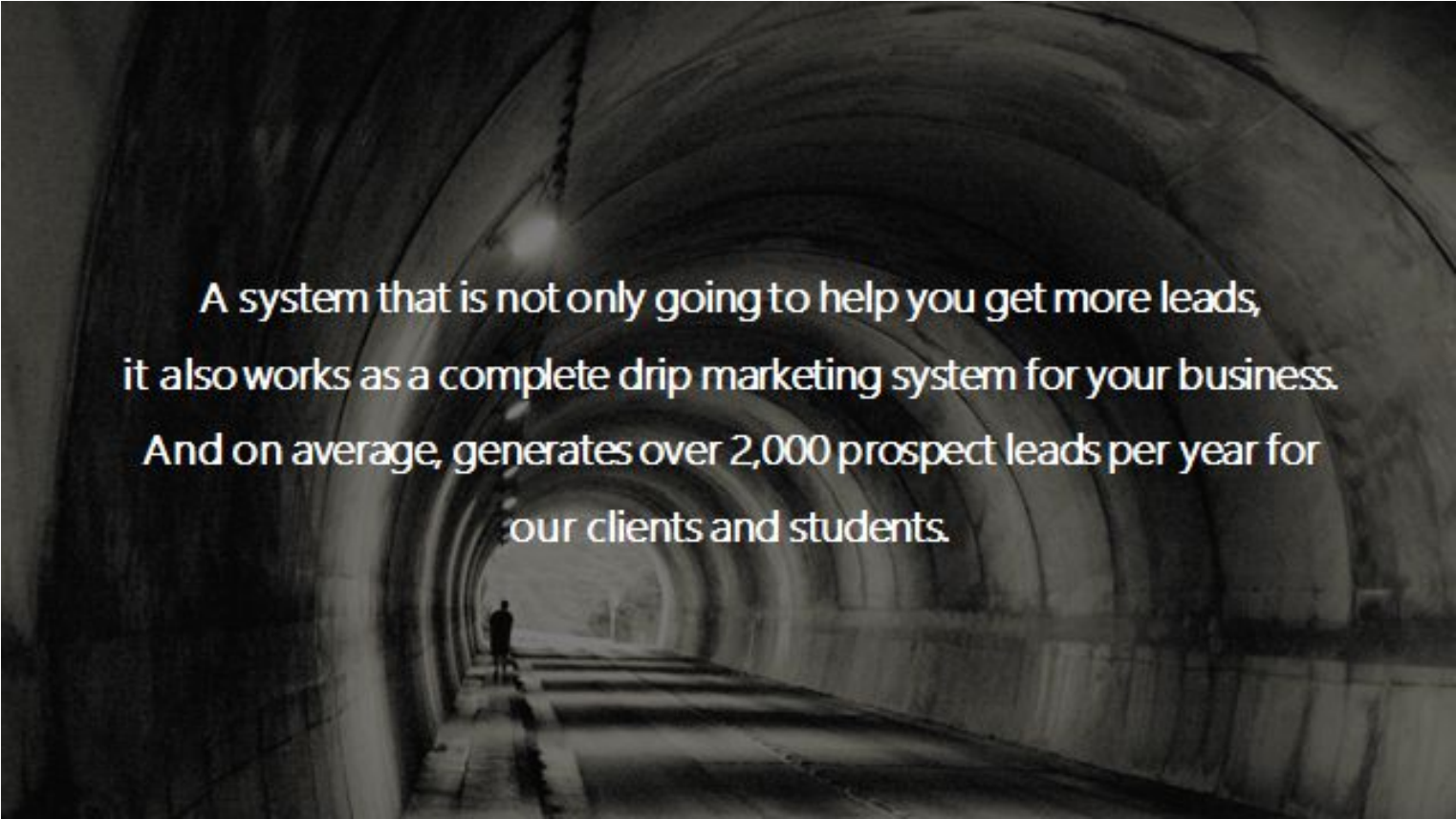
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A black and white photograph of a long, arched tunnel. The tunnel has a ribbed concrete structure. A person is walking away from the camera towards the bright light at the end of the tunnel. A single light fixture is visible on the left wall. The text "My Promise to You" is overlaid in the center.

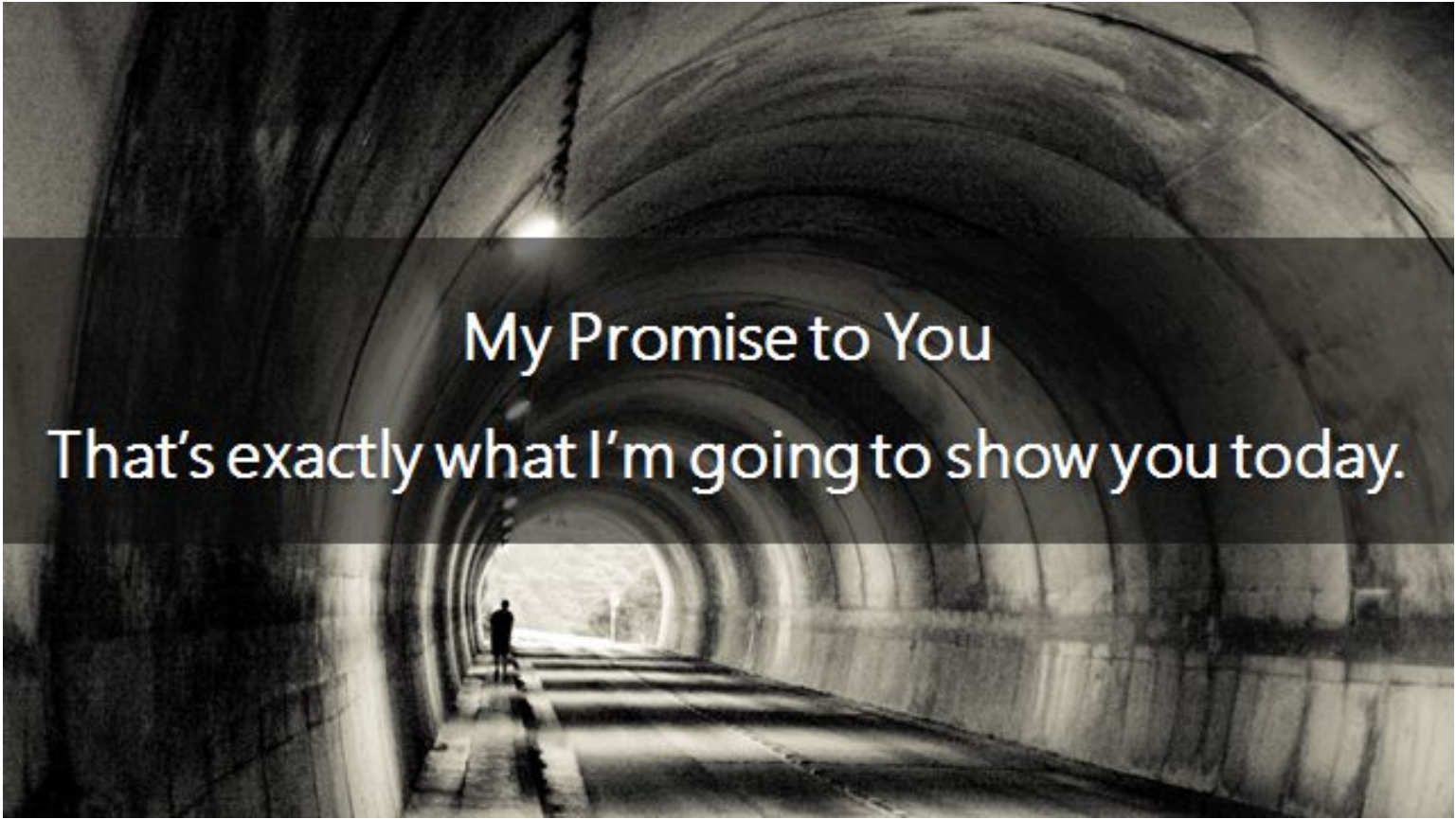
My Promise to You

A black and white photograph of a long, arched tunnel. The tunnel has a high, vaulted ceiling and walls made of large, curved segments. A person is walking away from the camera in the distance, creating a sense of depth. The lighting is dim, with a brighter area at the far end of the tunnel.

Imagine having a system in place that constantly generates new leads,
Keeps you top of mind with thousands of prospects in your target market,
With a clear plan for converting them into clients...
...and the system is relatively simple to manage,
including step-by-step instructions.

A black and white photograph of a long, arched tunnel. The tunnel has a ribbed interior and a person is walking away from the camera in the distance. The text is overlaid on the image.

A system that is not only going to help you get more leads,
it also works as a complete drip marketing system for your business.
And on average, generates over 2,000 prospect leads per year for
our clients and students.

A black and white photograph of a long, arched tunnel. The tunnel has a ribbed concrete interior. A person is walking away from the camera towards the bright light at the end of the tunnel. The text "My Promise to You" and "That's exactly what I'm going to show you today." is overlaid in white on a dark horizontal band across the middle of the image.

My Promise to You
That's exactly what I'm going to show you today.

**You might decide that you'd like my help
implementing the systems I show you today.**

**So I do have a special offer we'll be extending
to you a little later on the call.**

However, I do NOT want you to invest in it.

**Unless, I make good on my promise to show
you how to harness LinkedIn to generate
more leads and clients.**

If I do show you how to use a simple step-by-step method for using LinkedIn to generate more leads, clients and income...

Then you should take advantage of the limited opportunity that I'll tell you about today, if it's right for you.

Sound Fair?

3

The Performance

Don't break a leg, break the chat! Build 'Yes Momentum' and reward action throughout the performance.

The 4 Types of Learners





Building engagement

- Give them tasks that require action
 - “Write in the chat...”
 - “Follow along in the action book...”
 - “Download the ROI Calculator...”
- Like a sales call, build “Yes Momentum” with some rhetorical questions that will have positive answers.
 - “Do you see how this could have a major impact on your business?”
 - “If you could use more referrals in your business type “Hell Yes” into the chat.”

By getting your audience to take action, the more engaged they'll be AND the easier the next ask will be...



“

A vertical grey line extends from the bottom of the yellow circle to the bottom edge of the slide.

4

The Offer

Let's deconstruct a compelling offer. Learn how to script your pitch so your audience will say yes!



The five **action items**

1. Value Stack
 - a. Give them the pricepoints of everything included.
 - b. Make 'em an offer they can't refuse...

32 lessons in 7 modules (video, audio, workbooks)

Support from your dedicated Coach

Lifetime access to all the content and coaching

Guarantee #1: The 30-Day Test Drive (money back)

Guarantee #2: Get at least 1 new client within 90 days, or I Will Refund Your Tuition and Give You An Extra \$897

BONUS: 1-on-1 Welcome Call with Your Coach

BONUS: Partner Program (40% commission on referrals)

Fast-Mover Bonus #1: LinkedIn Profile Critique (\$400 value)

Fast-Mover Bonus #2: Premium Webinar Training (\$475 value)

Fast-Mover Bonus #3: LinkedIn Ad Academy LinkedIn Ads Training (\$297 value)





The five **action items**

1. Value Stack
2. Anchor the price
 - a. Break it down into daily costs.
 - b. Show the alternatives.

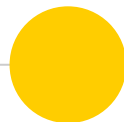
Get started for only \$897!

That's only
\$2.46/day



(plus your work and dedication)

Doors close Sunday at midnight PST



What do people typically invest to create these kinds of results in their business and life?

Option #1
Hire Us



\$30,000
12 months

Option #2
Hire a Coach

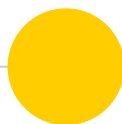


\$15,000+
6+ months

Option #3
Do It Yourself



\$5-50,000
5+ years





The five **action items**

1. Value Stack.
2. Anchor the price.
3. Don't lead with price.
 - a. People will ask for it.
 - b. But build the value on your terms.



The five **action items**

1. Value Stack.
2. Anchor the price.
3. Don't lead with price.
4. Call back your testimonials.
 - a. Provide new ones.
 - b. You want multiple slides of those sharing their success.
 - c. Emphasize the changes in business or life because of your solution. Not just a "Joe is a pleasure to work with..." Get specific.



"In 18 months cold calling I got nowhere. With your programs and social media digital networking I have responses in less then 2 weeks work. I now have 100 leads from decision makers who took interest in my company. You guys are amazing!"

- **John Lee, Sports Apparel**

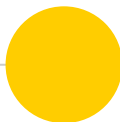
"This week alone, one simple strategy has generated 28 very targeted leads for me. I can't say enough about the effectiveness of the program. Thanks, Josh!"

- **Judy Fitzpatrick, Insurance Agent**



"The system they use certainly works as our company has gone from fishing in a relatively small pool of existing referrals, to a far bigger pool of connections brought in by the system. We have a continuous stream of good quality leads to nurture. I am often surprised by the quality of leads that come through!"

- **Tim Stanford, Management Consultant**





The five **action items**

1. Value Stack.
2. Anchor the price.
3. Don't lead with price.
4. Call back your testimonials.
5. The sale has already happened.
 - a. This is all gravy...
 - b. If you demonstrated value and shown them how you solve their pain point...they're in before you ever get to the close.

"People don't buy for logical reasons. They buy for emotional reasons."

Zig Ziglar

“





BONUS

Ask those who are on the fence to let you know in the chat...



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"If you're not making mistakes, then you're not doing anything. I'm positive that a doer makes mistakes."

John Wooden

“





Thanks!

Any **questions** ?

You can find us in

- The LS Platinum Community