

THE PERFECT WEBINAR SHORTCUT

As you can see, it takes time to create a Perfect Webinar presentation. Most people spend a week or two creating their first one. And even though I've been using the format for years, I'll often spend a couple days creating one presentation. While that's really not a long time to create the foundation of millions of dollars in a business, sometimes you want to test out a new offer quickly.

For example, a few years ago I was helping a close friend launch a new company that sold automated webinar software. His sales process looked very traditional, and the company was getting average sales driving traffic into his funnel. Then he decided to launch an affiliate contest where the winner would receive \$50K.

I thought it would be fun to compete, but I knew the only way I could win was to change how he was selling his product. I had planned on creating a Perfect Webinar presentation, but as the deadline to win the \$50K got closer, I ran out of time. I was competing against 100 other affiliates who had been promoting for several weeks, and I was way behind. There were only a few days left before the contest ended.

I was about to give up and just blow it off, but then I had an idea. What if I could quickly create a Perfect Webinar and launch it—in 10–15 minutes? Ha! (I had to laugh at myself for a minute. Then I got serious.) I knew I could never pull it off with traditional PowerPoint or Keynote slides. But what if I just wrote out the key components on a whiteboard?

I had no idea if it would work, but it was my only shot. So I started asking myself a lot of the questions I've covered throughout

this book. I'm going to run through them quickly for you right now—because that's all I was able to do in the 15 minutes before I went live with this presentation. (NOTE: All these elements could have been much stronger if I'd had more time, but I had only 15 minutes before I went live, so I had to think *really* fast.)

I want you to see what you can pull together when you use the concepts in this book as guidelines.

Question #1: What's the *new opportunity* I'm offering? For this product, we were selling automated webinar software, which was nothing new. So I offered a *new opportunity* to sell more through webinars using my weekly webinar framework. This was a new opportunity that most people (at the time) had never heard of:

Increasing webinar sales using my weekly webinar model

Question #2: What *special offer* can I create for those who purchase? I spent five minutes writing out my stack on a whiteboard, including everything I would give people who purchased through my affiliate link. My friend's software helped people conduct webinars, so I brainstormed things I already had that would complement what he was selling. Here is what my stack looked like:

What You're Gonna Get . . .

- | | |
|---------------------------------------|------------------|
| ■ <i>The Perfect Webinar Script</i> | <i>\$497</i> |
| ■ <i>The Perfect Webinar Training</i> | <i>\$9,997</i> |
| ■ <i>Video of My Closing Live</i> | <i>\$2,997</i> |
| ■ <i>Perfect Webinar Funnel</i> | <i>\$997</i> |
| ■ <i>My Webinar Funnel . . .</i> | <i>Priceless</i> |

Total Value: \$14,988

Question #3: What is the one Big Domino for this offer? If I can get them to believe that doing webinars through my model is the only way they can get to 7 figures in the next 12 months, then they have to give me money. So I wrote out this title:

*How to Make (at Least) Seven Figures
Next Year with This Webinar Model*

Question #4: What is my Epiphany Bridge origin story to attempt to knock down the Big Domino? I told the story about how I bombed at my first event and Armand Morin taught me how to do the stack. From there I designed the Perfect Webinar framework.

*The Perfect Webinar framework is
the framework I will teach in Secret #1.*

Question #5: What is the framework I'm teaching and the false belief I'm trying to break? (Vehicle)

- **Framework:** The Perfect Webinar framework
- **False Belief:** Webinars don't work for me
- **Truth:** You just need the right script
- **Story:** The story about how I developed the Perfect Webinar framework

Secret #1 Title: It's All about the Script

Question #6: What is the framework I'm teaching and the false belief I'm trying to break? (Internal Beliefs)

- **Framework:** The weekly webinar framework
- **False Belief:** Webinars don't work for me
- **Truth:** You just need the right script
- **Story:** The story about how ClickFunnels grew when I did it weekly

Secret #2 Title: Understanding the Model

Question #7: What is the framework I'm teaching and the false belief I'm trying to break? (External Beliefs)

- **Framework:** Transitioning to autowebinar framework
- **False Belief:** I have to do live webinars for the rest of my life
- **Truth:** After you've perfected the pitch you can automate it
- **Story:** The story about how we turned my Funnel Hacks to autowebinar after 60 live webinars

Secret #3 Title: You Have to Do This Live Until . . .

Now these probably weren't the best titles in the world, and I'm sure with a few days of massaging them, I could have made them amazing. But only had about 15 minutes for the whole process.

Then I had to figure out how to promote this message to the most people in the least amount of time. I didn't have time to set up a webinar funnel and get people into a sequence. I needed to start getting sales *immediately*. So I opened up two of my phones, turned on Facebook Live and Periscope, and clicked "Go Live" on both platforms. Because I already have strong followings in both places, I was live in front of hundreds of people within seconds!



Figure 17.1:

If you're short on time, you can prepare a Perfect Webinar in as little as 15 minutes.

I did the presentation by just talking off the top of my head, sharing my Epiphany Bridge stories, then going into my stack and close.

Within 26 minutes and 32 seconds, my presentation was done. I had no idea whether it was good or bad—it was all so quick. But as I looked at my stats, I saw the sales flooding in.

Afterward, I was able to promote these presentations on Facebook and other places for the next three days until the contest was over. During that time, more than 100,000 people saw my presentation. We ended up doing more than \$250,000 in sales and I won the \$50,000 cash prize! Not bad for only 15 minutes of preparation!

And while I thought that was pretty cool, even more exciting was the fact that Kaelin and Brandon Poulin saw what I did and decided to model it. Later that day, they launched a Facebook Live session and did almost the same thing. They had their stack written down on a whiteboard, and Kaelin wrote her three secrets on paper, which she showed as she was teaching and telling her stories.



Figure 17.2:

Kaelin and Brandon Poulin saw my Facebook Live and modeled it for LadyBoss.

Their first try at this process made them more than \$100,000, and they’ve gone on to do it monthly. In fact, recently they brought in more than \$650,000 from *one* Facebook Live presentation, using the Perfect Webinar script without any PowerPoint slides—just a whiteboard and a few sheets of paper.

Pros: The biggest benefits of doing the Perfect Webinar shortcut is that 100 percent of the people who see your presentation actually see your presentation. With a traditional webinar, you lose people at each step. From the people who hit your landing page, maybe 40 percent register, and from there maybe only 20 percent show up. When you do it live, everyone who sees the presentation (either live or afterward) can be hooked into watching it immediately.

The other big pro is that when your presentation is done, if it’s good you can turn it into an ad and drive people to it all the

The Perfect Webinar Shortcut

time. I won the affiliate contest and Kaelin generated more than \$650,000 from one presentation by continually promoting these videos through ads for as long as they continued to convert.

Cons: I would not recommend going the Perfect Webinar shortcut route until you've practiced presenting in a live webinar environment first. Going live on Facebook or Instagram can be intimidating when you are trying to remember a script, and people in comments can be brutal. I think practicing in a more private setting first to master your presentation skills is a smart approach. After you get very comfortable with the script, then you could test going live on Facebook or Instagram and see how it feels.

As you master the Perfect Webinar script and you get better at telling stories and delivering your offer, you can use it to sell almost any product with just a few minutes' notice. The Perfect Webinar is perfect. The only time it doesn't work is when people mess it up by not following what I've laid out in this book. In fact, if you try it and it doesn't work, I can tell you from experience it's probably for one of these reasons:

- You picked a bad market and no one wants to hear what you have to say.
- You built an improvement offer and no one wants to buy it.
- You slipped into teaching the tactics before you sold your audience on the strategies.

If you pick a good market, make a new opportunity that is truly irresistible, and use your presentation to break and rebuild your audience's belief patterns around that new opportunity, it works. I promise!

As you follow what I do online, you'll see me using this script and story process in all sorts of situations, including video sales letters, teleseminars, product launch videos, Google Hangouts, Facebook Live videos, and even in my email sequences.

PERFECT WEBINAR CHEAT SHEET

You can use this cheat sheet to structure your Perfect Webinars quickly.

1. What *new opportunity* am I offering?
2. What *special offer* can I create for those who purchase?
3. What is the one *Big Domino* for this offer?
4. What is my Epiphany Bridge *origin story* to attempt to knock down the Big Domino?
5. What is the framework I'm teaching and the false belief I'm trying to break? (Vehicle)
6. What is the framework I'm teaching and the false belief I'm trying to break? (Internal Beliefs)
7. What is the framework I'm teaching and the false belief I'm trying to break? (External Beliefs)