

Earn More
As A Life Coach

Planner

Plan Your Money-
Making Automated
Webinar in a
Weekend

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INTRODUCTION

If you're looking for a way to bring consistent sales into your coaching business, creating an automated webinar is the answer. With some upfront strategy, execution and testing you can be in a great position to have a revenue-generating asset in your business that helps you kiss goodbye to launching for good.

In this planner, we'll walk through the steps of planning your webinar; how to create an engaging webinar title; and how to promote your webinar, just to name a few steps. If you can set aside some blocks of time this weekend, you'll have an action-packed plan ready to go for Monday.

An automated webinar is set on autopilot and serves as a sales tool, so careful planning is vital if you want to earn sales from this income stream.

Here's an explanation of how this automated webinar funnel works:

- You create the webinar
- You drive traffic to the webinar registration page
- Your registrants choose the day and time they want to view
- You invite attendees to your paid product at the end

The beauty of this model is that you don't need to be on the webinar live once you have tested it a few times to establish that it converts.

Once you go through the process once, it becomes much easier in the future. You could have the whole creation process on autopilot, especially if you have some support and guidance and the use of proven templates and checklists.

Let's get started!

STEP ONE: WHAT IRRESISTIBLE PAID OFFER WILL YOUR WEBINAR PREVIEW?

A webinar is a doorway to a premium paid offering. It's the first step in your sales funnel and it needs to attract a wide number of people. While many webinars are held in real time, we're talking here about automated webinars, aka on-demand or pre-recorded webinars, in which the information presented is evergreen.

Evergreen content doesn't have any seasonal references or time-sensitive information/ deadlines included. These webinars remain relevant over the years, even if new people are viewing it 3+ years after you record it. In addition to consistently attracting new viewers passively, those viewers choose the day and time that works best in their schedule for viewing. However, before choosing a topic for the webinar itself, you need to plan the goal of the webinar. Recording a webinar without an end goal is like writing a mystery novel without revealing the culprit. Consider this a two-part process, where the webinar tells the story or demonstrates a problem and the result is revealed in the paid offer.

So, answer this question first: What do you want your webinar to sell?

Take an Inventory of Your Products and Offerings

To save time, choose from your current products and services. What do you have available that you'd like to promote? Which of these items have been proven money-makers in the past?

- 1:1 coaching packages or services
- A course
- A workshop
- Other personalized services
- A bundle of related offerings

Choosing a money-maker for your first automated webinar is a time saver and will shorten your learning curve, especially if you're new to recording webinars. No worries; you'll have the freedom in the future to create a brand new product and then record an automated webinar to sell it. We're just keeping it simple this time around.

Now that you've chosen your product, it's time to brainstorm ideas for the webinar itself. We'll fancy the title later; for now, just keep a list of topic ideas that relate to your paid product.

You want the webinar topic to be related to the product because you need the buyer to make a mental connection between the two. The webinar explains some key pain points, you commiserate with the buyer by sharing your own story or case study, and the paid product offers the solution to those pain points. Lead the buyer every step of the way, guiding them to the paid product which will help solve their problems.

Exercise: Take an inventory of your current products and services. Choose one of these products to promote in your webinar.

| Your Inventory of Products or Services | |
|--|-------------------------------------|
| Products: Digital <small>(choose products/classes that have sold in the past)</small> | Include the current price for each. |
| Products: Physical | |
| Coaching: 1 to 1 Offers | |
| Coaching: Group Programs | |
| Coaching: Mastermind | |
| Classes: Home Study | |
| Classes: Live Sessions | |
| Which Product will You Promote? | |
| | |

Exercise: Brainstorm your webinar topic ideas. The topic should relate to your paid product.

| Possible Webinar Topics |
|---|
| Brainstorm first. Don't edit your list yet. |

STEP TWO: PRICE THAT POWERFUL PAID OFFER STRATEGICALLY!

Some solopreneurs struggle with setting prices on their products and services. The common fear is if you set a price too high, you'll scare people away. If you set it too low, some buyers will expect low prices all the time. Other buyers may think that your product isn't valuable because you've set the price too low.

It's a common conundrum so let's break this habit right now and do some math. If the product that you want to promote has a price tag of \$37 or less, either raise the price of the product or don't use this one with your webinar. You'll need to sell a large volume to make decent money and you may actually lose money on the webinar production end if you outsource anything to subcontractors.

Let's say you aim to sell 100 offers. At \$37 each, that's \$3700 in earnings.

Did you hire a VA to create your webinar slides? Estimated price: \$70.

Do you pay for a webinar room to make the recording or do you pay for video recording software? Webinar rooms can cost anywhere from \$15-\$95 per month; video software could be a more expensive one-time fee.

Do you have any affiliates that promoted your webinar and earned commission from those who purchased? Depending on how much you pay your affiliates, that cost could be \$18.50 x the number of affiliates whose referrals made the purchase.

You also need to pay for a platform to store and run your automated webinar. Everwebinar has a one-time fee of \$497.

Don't forget about the time you actually spend making the recording. If you're aiming for a one-hour webinar, plan on spending at least double that amount of time recording. What's your hourly rate? Add that amount to this calculation.

How about the video editor who is doing your editing? At a minimum that's 2 hours of work at an average of \$100/hour. Add \$200 to this calculation.

Obviously, all these production costs add up and eat away at your overall profits. This example demonstrates why choosing a more expensive paid offer will yield greater profits.

One final thought when setting your price: Create a price that is not available anywhere else. You don't want to confuse customers; you want to make the purchase process as easy as possible, so they don't have any reasons to change their mind. Also, if they find your same offer elsewhere for a lower price, no doubt you'll be asked to price match or they'll request a refund, thereby hurting your credibility.

Exercise: Estimate your production costs for this webinar. Set a price for your product.

| Your Webinar Production Costs | |
|---|--|
| Outsourcing: <ul style="list-style-type: none">• VA• Slide creation• Social media manager/assistant• Video editor | |
| Software/Platforms <ul style="list-style-type: none">• Recording software OR• Webinar room• Editing software• Automated webinar host | |
| Affiliate Commissions <ul style="list-style-type: none">• Total number of affiliates• Percentage commission | |

| | |
|--|-------------------------------------|
| Your own time • Your hourly rate • How long do you think it will take to record? | |
| Projected Costs | Set a Price for Your Product |
| | |

STEP THREE: FORGE A CLEAR CONNECTION BETWEEN YOUR FREE WEBINAR AND PAID OFFER

We've already mentioned how important it is to link the topic of your free webinar to the topic of the paid product. But creating that connection isn't quite enough. You need to also encourage attendees to BUY the product. After all, you ARE in the business of making a profit so don't let those attendees leave the webinar without a strategy for closing the sale.

Most webinar attendees expect an offer at the end of the webinar, but you still want to link the webinar and paid offer so there's a clear connection in their mind. Make the connection and the buying process as easy as possible for the most sales.

- Preview the connection between the two when they register for the webinar
- Mention the paid offering at the beginning of the webinar with a few teasers throughout
- Mention the paid offering – either specifically or with teasers – in any emails related to the webinar
- Make sure the titles of both webinar and paid offer include some of the same terms

Once people are engaged with the webinar, how will you convince them to take action right away? Some attendees will leave without making a purchase, for a variety of reasons, but your optimal result is to get those same day sales. Some popular options for encouragement include:

- Offering special fast action bonuses
- Discount pricing for a limited time
- Payment plan that expires
- Countdown timers to portray urgency

Even if people leave without purchasing, you have their email addresses from their registration forms. Stay in touch with these prospects. It's quite possible they need more time to think about your offer or they need to check the budget or wait for their next paycheck. How will you stay in touch with folks who don't buy right away?

- An email funnel
- Targeted ads
- Abandoned cart reminders

Mapping out these strategies ahead of time gives you a clear understanding of how your webinar topic and paid product connect but also gives you a strategy for following up with your attendees

Exercise: Create a pre-webinar plan for connecting with your registrants.

| Pre-Webinar Plans | |
|--|--|
| <p>Email Funnel Example:</p> <ol style="list-style-type: none"> 1. Announcement 2. More detailed info 3. Tease about the paid product 4. Reminders to watch | |
| <p>Social Media Posts</p> <ol style="list-style-type: none"> 1. Targeted Facebook ads 2. Graphics 3. Tease about the paid product 4. Tease about your product being the answer they need 5. Live videos | |

Exercise: Decide which strategies you'll use to encourage fast action purchases. Choose as many as you want so long as they don't confuse your attendees.

| Fast Action Strategies | |
|--------------------------------------|--|
| Offering special fast action bonuses | <p>What do you already have created?</p> <p>What's easy to create?</p> |
| Discount pricing for a limited time | <p>How much of a discount?</p> <p>For how long?</p> |
| Payment plan that expires | <p>How many payments?</p> <p>When should this option expire?</p> |
| Countdown timers to portray urgency | <p>Ex: https://countingdownto.com/</p> |
| Other: | |

Exercise: Plan a strategy for staying in touch with prospects who don't make a same-day purchase.

| Post-Webinar Follow Up | |
|--|------------------------------|
| <p>Email Funnel Example: 1. Thank you 2. Pricing discount 3. Reminder that the product is the answer to problems 4. Last chance reminder about expiring discounts</p> | |
| <p>Retargeted Ads</p> <p><u>Blog Post from Digital Marketer</u></p> | <p>Steps to Set This Up:</p> |
| <p>Abandoned Shopping Cart Emails</p> <ul style="list-style-type: none"> • Check for specific instructions from your chosen email / autoresponder service | <p>Steps to Set This Up:</p> |
| <p>Other:</p> | |

STEP FOUR: DO SOME PRE-WEBINAR SLEUTHING

A primary part of building your business is knowing and understanding your target market. They are the ones who need your help and who will come to you for advice and learning opportunities. These are the people with whom your message resonates the most.

Knowing these demographics prior to the webinar aids your marketing efforts, especially if you run any kind of paid advertising. You want to target that client avatar so as not to waste those advertising dollars.

However, asking for more information after the webinar and refining those demographics will assist in your follow up funnels. You don't need to alter your webinar content as that information is evergreen and automated, but you can certainly target your follow up efforts.

Consider how each of these two purchase options can work for you:

1. Will you send them to a sales page to buy your product or sign up for a coaching offer? Consider asking for their home address and phone number within your shopping cart. Some people may refuse – especially if you're offering a digital product by download – but others will happily give that information. It may come in handy one day if you want to send a gift or letter via the post office.

2. Will there be an application process? Higher end coaching programs or mastermind groups are exclusive for a reason. You want an action taker and someone who earns a certain level of income, all of which can be discovered through an application process.

An application also offers the freedom to ask other questions, such as where they live, interests and hobbies, how they found you, goals, and how they prefer to consume media (video, blog posts, emails).

The more information you can collect from webinar attendees, the easier you can target their follow up emails.

Exercise: Describe your target market demographics using as much detail as possible.

| Target Market Demographics |
|----------------------------|
| |

Exercise Create your landing page/sales page for your product purchase. Plan the copywriting, using strong action words as well as your keywords.

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| Headline Ideas |
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| Features of Your Product |
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| How will Your Product Solve Their Problems? |
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| Testimonials / Case Studies |
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Exercise: Create your application for admittance into your coaching and/or mastermind programs.

Application for Group Coaching / Mastermind Program

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STEP FIVE: CREATE AN EMAIL FUNNEL THAT EXCITES AND ENTHRALLS

Emailing after your webinar is vital to growing your community, reminding those who didn't purchase what they're missing, and convincing those new purchasers that your other products and programs are just as awesome as this one.

Just from this first paragraph, you can see how easy it is to recognize a funnel. First, a general funnel for growing community and sharing information. The second funnel is for those prospects still on the fence who need a little more convincing. And that third funnel is for your paying customers.

Most autoresponder services allow you to create multiple lists for multiple funnels. They also allow a fairly new technique of "tagging" where you add a simple keyword to their name in your database and you'll know at a glance which funnel they belong in. In this scenario, you may not have multiple lists, but you can still segment your general list based on tags.

Think of your job as having two parts: Bring in the leads (to watch the webinar) and turn those leads into sales (by purchasing your product). Losing touch with leads – especially qualified leads – is disastrous. And getting those lost leads back onto your list is near impossible.

Also, don't be surprised that people leave your funnel at various points and for various reasons. First of all, not everyone who lands on your webinar page will register, so you've already lost some people there from your funnel. Concentrate on those who register and make it to the Thank You page.

Since we're talking about automated and on-demand webinars, you should have a good rate of attendance, similar to the number of registrants, simply because they have the power to choose a good time to watch. Of course, life still gets in the way and people forget but the drop-off in attendance isn't quite so high as with live webinars.

And then you'll have people who don't finish the webinar or who realize they don't want your product for myriad reasons. But this talk of losing people in your funnel is NOT to discourage you from creating a funnel. It's meant to inspire you to create a rockin' funnel that concentrates on those qualified prospects who make it through your funnel to the final product! Those are the people to concentrate on and with whom you want to build relationships.

So, if you don't want to keep starting from square one with building your sales funnel, plan your post-webinar funnels NOW and load up a few autoresponder emails to save time (or delegate that task to your VA).

What will your funnel look like?

- Will you make different funnels for different interest groups/subgroups?
- Will you use tags to segment your list?

- What's your projected entry point (the number of leads entering your sales funnel)?

Consider the emails themselves:

- Will you divide the emails into pre-webinar and post-webinar follow ups?
- How many? How will they build on each other?
- Will you set up retargeting cookies? See the explanation below.
- Send reminders, both to watch the webinar and to purchase your product after the webinar.
- Stay in contact with these prospects, even if they forget to watch your webinar or pass on making a purchase. It's time to engage them and build a relationship.

Remarketing or retargeting is an advanced marketing technique that allows you to set retargeting cookies which "follow" your prospect around the internet. When someone clicks on your webinar ad or lands on your registration page without registering, a retargeting cookie tracks which websites they look at and shows more ads for your webinar, reminding them of your event. If they see your retargeted ad enough times, they might register and watch your webinar.

What's next if they don't buy your product? All is not lost, and you can still make money from those leads. Your brand name is foremost in their minds right now, so keep them engaged.

Maybe your special webinar pricing was not affordable enough for these prospects. Consider a different price from what was promoted in the webinar or possibly offer a payment plan. Or offer a different, unadvertised bonus if they pay the webinar price. Some people just need a little extra coaxing before making the purchase.

Create a short follow-up email sequence after offering the special discounts or payment plans. You'll never know why someone doesn't buy today. But that doesn't mean at some point in time that they won't become a paying customer. There's a reason why they listened to your webinar; now is your time to be patient and engaging to discover what they need. You never know when the time will be right, and they'll make a purchase from you.

Exercise: Map out your pre-webinar email funnel.

| Pre-webinar Email Funnel | |
|---------------------------------|--|
| Email #1 | |
| Email #2 | |
| Email #3 | |
| Email #4 | |
| Email #5 | |

Exercise: Map out your pre-webinar email funnel.

| Pre-webinar Email Funnel | |
|--|--|
| Email #1 | |
| Email #2 | |
| Email #3 | |
| Email #4 | |
| Email #5 | |
| Email #6 | |
| Email #7 Start engaging with information other than the webinar. | |

STEP SIX: GIVE YOUR WEBINAR A TITLE THEY CAN'T IGNORE

Choosing a webinar topic and name is an important step that deserves much brainstorming. Not only do you need to attract the attention of your prospects, but you need them to follow through and actually register for your webinar. This topic and title also need to correlate seamlessly with your paid product.

Start by creating a list of keywords and benefits of your paid product. Then create a similar list for your webinar topic. Do you see similar keywords? Think of ways to portray what you'll teach in your webinar. Think of words that will convey those awesome lessons.

Let's face it; "7 Ways to Set Up a Blog" is a boring webinar title! But "7 Hidden Secrets to Set UP a Kick Ass Blog" is certainly more compelling. The phrase "hidden secrets" implies that you're not going to offer the same information as everyone else, and "kick ass" is an eye catcher but can also be switched out for a more appropriate adjective for your audience.

Don't settle for boring webinar titles...go for sexy and attention grabbing!

Here are some ideas to create your own awesome webinar title:

- Use lists and be specific about what you're teaching.

"10 Hidden Secrets to Combatting Wrinkles" is more compelling than "10 Ways to be Healthy". Using the "combatting wrinkles" is very specific and will attract those who want this specific information. The word "healthy" by itself is too broad and won't grab attention.

- Use "How To" in your title.

Not only do people always want to learn something new but this phrase makes you the authority in your subject. You have the process that others want to learn. Think about this title, "How to Combat Wrinkles without a Dermatologist." Some registrants may think that you're a dermatologist yourself if you have the secrets to wrinkle-free skin.

- Use the words Master Class, Training, or Workshop

These words imply a more advanced level of training that beginners may not understand. They also indicate that you'll teach more in-depth information whereas a beginner webinar may skim over the surface of some topics.

- Use a provocative question as a webinar title.

When you pose a question to your audience, they're expecting an answer. Your webinar is the answer those registrants want. Notice the difference between these titles: "Do you want wrinkle-free skin in 30 days?" or "Do you want healthy skin?"

Let your creativity run wild with these webinar titles. After you have a decent-sized brainstorm list, it's time to determine if this webinar title/topic ties in with your paid product at the end.

Traditionally, a webinar offers some action steps that serve as a preview of your paid product. Your paid product traditionally serves as the complete answer to their problem. So, look objectively at your webinar topic and paid product. Does the product serve as the answer to a problem? Or are they two different entities?

Exercise: Map out the topic of your webinar. What are the action steps you'll include? Does this relate to the paid product?

| Webinar Topic Ideas | Action Steps to Include | Does it Relate to Product Title? |
|----------------------------|--------------------------------|---|
| Idea #1 | | |
| Idea #2 | | |
| Idea #3 | | |
| Idea #4 | | |
| Idea #5 | | |

Exercise: Brainstorm strong, engaging, and intriguing titles for your webinar.

| Webinar Title Ideas | |
|--|-----------------------------------|
| Use strong words; make it sexy; appeal to your target audience | |
| List Ideas | How to Ideas |
| | |
| Training or Workshop Ideas | Provocative Question Ideas |
| | |

STEP SEVEN: MAKE A FOOLPROOF PLAN FOR YOUR WEBINAR CONTENT

Benjamin Franklin is credited with saying this quote: “If you fail to plan, you are planning to fail.” Nothing could be more true when it comes to planning what to say in your webinar.

Many natural-born speakers claim they like to “wing it” when it comes to delivering speeches or interviews, but most people are not natural-born speakers. In fairness, an automated webinar is likely the best scenario in which to “wing it” because you won’t have a live audience, but if you make a mistake or leave something out, you’ll still have the task of re-recording to fix those mistakes. As they say in the construction world, “Measure twice, cut once.” In the webinar world that saying could be translated into, “Prepare twice, record once.”

While you don’t necessarily need a verbatim script to follow, creating an outline of bullet points you want to speak about is a smart plan, especially if you’re new to recording webinars. With an outline, you won’t get sidetracked, you won’t forget important points, and you won’t sound like you’re jumping all over the place. Instead, you can work your way down the bullet points, in an orderly fashion that makes sense, sounding like the professional that you are. Even natural speakers can use some help staying focused.

Another reason to stick with the outline bullet points is because when you read from a script, you tend to lose that natural intonation and expression. Reading sounds very boring whereas following your bullet points still allows you to speak naturally, with all your natural intonations and expressions. For a more natural presentation, skip the script and use your bullet point outline.

Generally speaking, a webinar has four parts: A welcome where you’ll explain what they’ll learn; a quick introduction and your story; the main teaching section of your webinar; and the pitch at the end.

Here’s a more detailed outline of what you should include in each section:

- Welcome + explain what they will learn (5 Minutes)
 - Grab your audience’s attention
 - Thank them for attending
 - Explain why this topic is important to you
- Quick introduction + Your story (10 Minutes)
 - Why should they listen to you?
 - Why should they be skeptical of you? (Talking about a weakness makes you human)
 - Your story
 - Relevance of your story to the topic
- Teaching / Content (30 Minutes)

- Illustrate 3-5 points
- Use a story that demonstrates each point
- Conclude/review at the end of each point to reinforce it

- Pitch (20 Minutes)
 - Tie it all together
 - Introduce your solution/paid offering
 - Explain how this offering will help them even more
 - Challenge the audience
 - Remind them who you are
 - Grab their attention again by mentioning any specials, bonuses, payment plans, and how to contact you after the webinar

Keep this outline as a template for future webinars. By filling in the blanks, you can easily prepare for your next webinar, especially if you plan on recording multiple webinars to produce an alternate stream of income for yourself.

Exercise: Map out the bullet points of your entire webinar.

| |
|---|
| Welcome + What Will They Learn (5 minutes) |
| |
| Introduction + Your Story (10 minutes) |
| |

| |
|--------------------------------------|
| Teaching/Content (30 minutes) |
| |
| Pitch (20 minutes) |
| |

STEP EIGHT: PAIR PERFECT WORDS WITH GORGEOUS VISUALS

As important as your words are to engage your attendees, so are the visuals you display throughout the webinar. Let’s face it, having your face plastered on the webinar screen for an hour, watching you speak, isn’t very interesting. Even if you have model-like beauty, you need to keep your audience awake and on their toes with visual slides and photos while also finding a balance for how much facetime you want.

Let’s also remember that your attendees all learn differently. While some people can absorb everything you say without looking at their screen, others need that visual representation to learn.

Hire a Virtual Assistant to create your slides so you can focus on marketing your automated webinar. Slides are also a fantastic way to reinforce your branding throughout the webinar. A graphic designer or a VA with PowerPoint skills can create a template that makes it easy to fill each slide with photos and/or text.

One simple tip: Do NOT put every single bullet point on your slides! Crammed visuals will cause confusion for your audience and will cause them to zone out instead of being engaged. Each slide should be easy to read with plenty of white space so your relevant text stands out. Use

great visuals to reinforce key concepts; go one step further by using stock photo images or your own personal images to help make your points. Also

Once your visuals are ready and in the proper order, it's time to rehearse your webinar. Don't snicker at this idea; talking to yourself with your timer going is the only true gauge for how long your webinar will run. Trust me...people value their time and do NOT want to watch a 3-hour webinar. Aim for 45-60 minutes maximum.

Also, a test run will show whether you have the correct number of images to display, if anything is out of order, or if a slide has too much text and needs to be split into a second slide. Practicing your webinar is important!

And if you make a few stumbles while recording, don't worry about it! You'll come across as more human and relatable to your audience because all of us have stumbled or stuttered at time, right?

Before releasing the final recording, ask family, friends, or business associates for their feedback. Did they learn what you promised in the title? Is the paid product tied in well to the webinar topic? Was there any section that was confusing or unclear? After you get the feedback and after you watch the video yourself, tweak as needed and then don't think about it anymore! You're not aiming for perfection; you're aiming to give your audience action steps and a solution to a problem. If your webinar has done those two things, then it's a success.

Exercise: Hire a VA to create your PowerPoint slides. Search for stock photo images. Incorporate your branding into your slide template.

| Who Can You Hire? | |
|-----------------------------------|----------------------------------|
| Virtual Assistant Names / Numbers | Graphic Designer Names / Numbers |

Where Can You Buy Stock Photos?

Always check the licensing agreements before purchasing.

What Branding Elements Should You Include on Your Slides?

Remember to include the HEX codes for your custom colors to your VA or graphic designer. Your logo should be a transparent .png file. Always include your contact info with social profile links on your final webinar slide.

STEP NINE: COOK UP A KILLER PROMO PLAN FOR YOUR WEBINAR!

Now that you've got your awesome webinar recorded and ready to go, it's time to develop an equally awesome promotion plan to draw prospects to your webinar.

First, you need a platform to host the automated webinar. This technology is different from traditional live webinars, so check out [Stealth Seminar](#) or [Ever Webinar](#). Essentially, upload your webinar recording, choose your settings as to which days/times your viewers can watch, and create a registration form.

If you're a visual learner or if the idea of sales funnels confuses you, try a platform like [Click Funnels](#) to create the funnel for your automated webinar. They have a drag-n-drop interface that allows you to create a funnel leading to your webinar and beyond. You can even set up two different funnels after your webinar, one for paying customers and one for those who left empty handed.

What are some other ways you can promote your webinar and get people to watch?

- Facebook ads – with over 1 billion people using Facebook, you can definitely target your audience with ads. Remember to set up a Facebook pixel to measure your audience's actions.
- Your existing email list – your current list subscribers already like what you offer, so it will be easier to make other sales. Encourage them to watch the webinar in case they miss your Facebook ads.
- JV partners – who are some influencers in your niche who would help you spread the word? Affiliates can also use their link to send leads to your webinar registration page. Even though the webinar is free, if the leads follow the affiliate link and make a purchase at the end, your affiliate will still earn their commission.
- Place an opt-in on your website – your webinar opt-in code can be placed in the sidebar or on a separate landing page of your site. This is a great option to target those organic visitors to your site.
- Pop ups on your website – similar to placing the opt-in code directly on the website. Or use the pop up as a reminder after your visitors have spent some time on your site and saw your first opt-in.
- Include it in your email signature – not everyone you email is a current subscriber or social follower. This may be their first- and only-time hearing about your webinar.
- Call-to-action at the bottom of your blog posts – don't leave your reader without clear direction of what to do next. Calls to action are powerful, so use it as another chance to promote your webinar.
- Create social media posts – don't be afraid of promoting what you do to your audience. Be proud of your work that serves your audience. And remember, you have new followers every day and they haven't seen your posts from last week promoting the webinar. Social posts have a very short shelf life so promote more in between offering advice and engaging in conversations with your audience.
- Get creative – don't limit yourself with your promotions. There's no set checklist for what you should do. Get bold and promote it with flyers in your local area or connect with locals who you think would benefit the most from your webinar. The sky's the limit!

Exercise: Map out your promotion strategy. Include your budget for ads and for hiring a VA or social media manager.

| Promotion Ideas | Budget |
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