

EasyWebinar POWER SUMMIT

EASYWEBINAR POWER SUMMIT SESSION WORKBOOK

Learn from the top speakers to share their knowledge and proven strategies that you can applied to your business.

EASYWEBINAR POWER SUMMIT

INTRODUCTION

Are you someone who wants to do more with webinars in 2022 but is not sure where to start?

Are you needing a better way to generate leads, sales and customer retention?

If so, we have you covered. This year alone there have been more than 10 million webinars run on EasyWebinar and as such, we've seen what works and what doesn't when it comes to webinars.

We reached out to some of our Powerhouse Users and convinced them to share their best webinar secrets in our first ever EasyWebinar Power Summit!

These secrets have directly helped them grow their businesses to 7 and 8 figures.

CONTENT

-01-

SHAA WASMUND MBE

How To Create Signature Offer System

-02-

CARLA SANCHEZ

Dominate the art of selling your online course while sleeping and without a big following on social media

-03-

DEKESHA WILLIAMS

How To Create and Build Profitable Webinar
Presentation

-04-

AMY PORTERFIELD

How To Boost Webinar Registration Conversions

-05-

CASEY ZEMAN

How To Sell Your Products, Services, Courses and
Coaching Services 24/7 in One Simple Webinar

CONTENT

-06-

CAITLIN BACHER

The Webinar Framework - built For Course Creator

-07-

JAMES WEDMORE

The One Ingredient All Successful Launches Have

-08-

JESSE EKER

The Mechanism Of Online Virtual Events

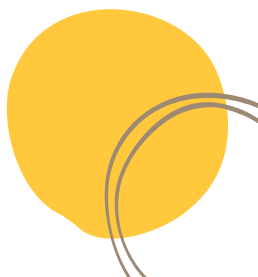
-09-

JULIA STRUNK

3 Rarely Used Webinar Tweaks That Get Massive
Brand Growth

How To Create Signature Offer System

BY: SHAA WASMUND



ABOUT ME



- I've launched and sold multiple 7-figure businesses
- I was CEO of a \$100 million technology fund
- I've written record-breaking, #1 Bestselling books
- And I received an MBE from the Queen for 'Services to Business & Entrepreneurs'

SHAA WASMUND, MBE



" LIKE YOU'RE DOING
ALL THE RIGHT STUFF ...
BUT NOT GETTING THE
RIGHT RESULTS.

MY OFFERING IN 3 CATEGORIES

1 FREE

Free Stuff
– Podcast, content emails,
webinars, social media

Pop Up Products
– think of this as your
entry-level offering
typically under \$50

2 LOW
TICKET

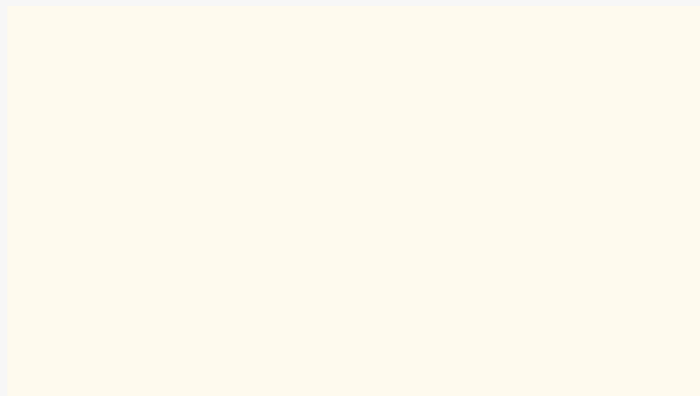
3 HIGH
TICKET

Signature Offers
– your more advanced training and
programs that dive deeper into your
expertise. Typically \$500+

MY OFFERING IN 3 CATEGORIES (FILL THIS IN)

1

FREE

A large yellow arrow pointing to the right, intended for the 'FREE' category.A large yellow arrow pointing to the left, intended for the 'LOW TICKET' category.

2

LOW TICKET

3

HIGH TICKET

A large yellow arrow pointing to the right, intended for the 'HIGH TICKET' category.

What is a Signature Offer System?

It offers long term sustainability

An asset you can sell again and again

Your expertise that helps your students get to their goals faster.

A great signature ...

01

it solves a real problem

02

delivers tangible results

03

irresistible to your audience

04

create once

What is your Signature Offer System?

Does it check all the boxes?



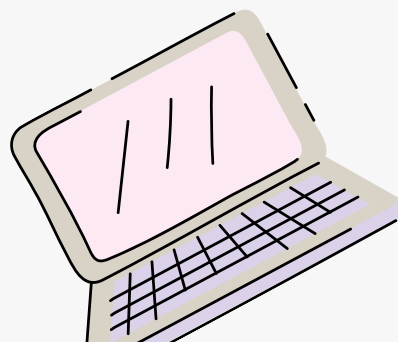
SO WHY DO I USE WEBINARS?

they allow me to
create a journey
and a story for my
audience

allows my
audience to not
just see but feel
how my programs
can help them

they are where I
make over 70%
of my sales.

literally the
foundation of my
launch



SUCCESS IN 6 SIMPLE STEPS

01

DEFINE your signature offer

02

MAP OUT your signature offer

03

CREATE your signature offer

04

BUILD your signature offer

05

NAIL your pre-launch strategy

06

LAUNCH and make sales

SUCCESS IN 6 SIMPLE STEPS

01 **DEFINE** your signature offer

02 **MAP OUT** your signature offer

03 **CREATE** your signature offer

04 **BUILD** your signature offer

05 **NAIL** your pre-launch strategy

06 **LAUNCH** and make sales

REMEMBER ...

“

That's all you need to do to
serve more people and earn
what you deserve.

”

DOWNLOAD IT NOW!

No spam ever, guaranteed.

THIS WORKBOOK WILL TEACH
YOU HOW TO:

- 👉 Create a **SLAM DUNK** Signature Offer
- ➡️ Attract the **BEST** clients
- 😊 Work out the **PROMISE** of the offer
- 🗺️ **MAP** it all out
- 🌟 **PULL** it all together



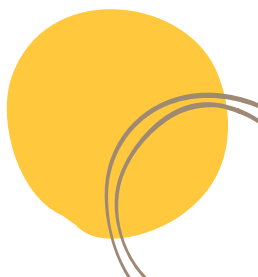
Download my free workbook here:

shaa.com/signatureoffer



Dominate the Art
of Selling your
online course
while sleeping and
without a big
following on social
media

BY: CARLA SANCHEZ



ABOUT ME



CARLA SANCHEZ

- I have 8 years experiencing with evergreen strategies to automate processes. I love automation!
- I have helped the online course industry in the Hispanic market sell over \$650,000 in less than a year.
- I created ORO PURO (Pure Gold)
- I love being different, genuine, and helping my clients find their GOLD so they differentiate from the digital noise that exists today.



QUESTION FOR YOU:

What are your biggest obstacle to scale your online business right now?

Why is it important to automate processes in the online world?

- ▶ You don't have to be a slave to social media
- ▶ Even when you are taking a break, sleeping or on a vacation you can be selling
- ▶ You can have systems work for you at all times

IG: @CarlaSanchez.Oficial



3 Steps to Dominate the Art of Selling an Online Course while sleeping

Automate processes
everywhere

1. people who register but didn't come
2. people who register, come but leave early
3. people who come but don't take action

Use non-conventional ways to
get/reach leads

- Email open rate (average): 15-18%
- 1000 people on your list, 150-180 will open it and 1-5 with click CTA

Let me introduce to you the non-conventional way we are using now to up those numbers.

- the open rate of SMS/Whatsapp is 95%
- CTR - 59%
- -150-180 open VS. 950 open
- -CTR 1-5 VS. 590 clicks

Surround your potential
leads

1. We automate that part of the process with a BOT that sends the invitation to our webinar every time somebody mentions the word: MASTERCLASS


3. We use that technique in our paid strategy with ads by sending people to download a guide and then start a conversation with them and start the loop again with the word MASTERCLASS and BOT strategy.

2. We also start conversions with them on our email list

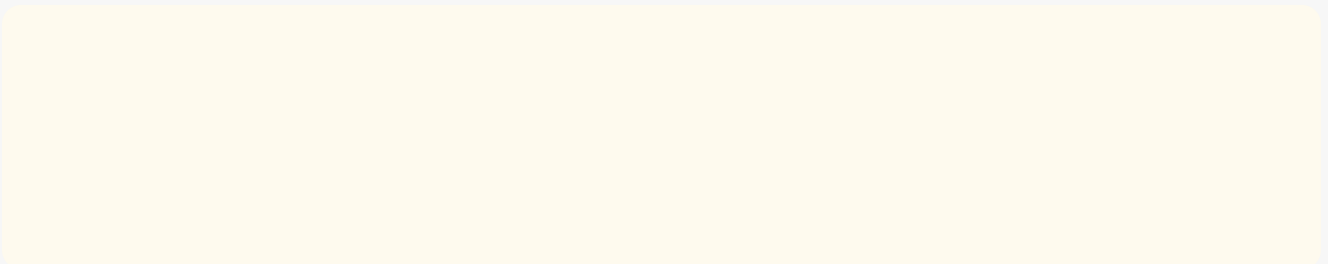
4. we use a telegram channel to connect in a more personal way with our community and potential leads.

What processes do you have automated?

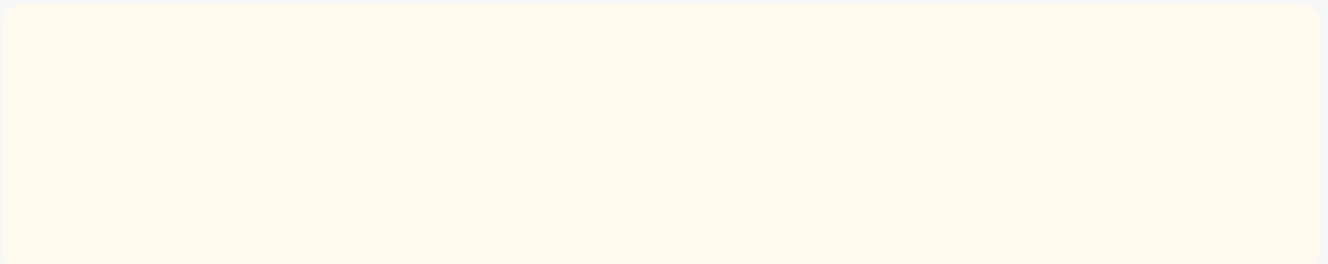
What processes do you not?

A large, empty yellow rectangular box with rounded corners, intended for a user to write their answer to the question about automated processes.

What unconventional areas do you use?

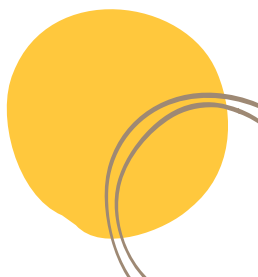
A large, empty yellow rectangular box with rounded corners, intended for a user to write their answer to the question about unconventional areas.

What do you do/ use to get potential leads?

A large, empty yellow rectangular box with rounded corners, intended for a user to write their answer to the question about getting potential leads.

How To Create and Build Profitable Webinar Presentation

BY: DEKESHA WILLIAMS



ABOUT ME

- The Webinar Queen
- Helped Entrepreneurs Build Systems and Processes
- Increasing client's revenue by 200% in 12 months.
- Mompreneur
- Wine Connoisseur
- Lifestyle Entrepreneur



DEKESHA WILLIAMS





“

People will pay you, if you help
them solve a problem today

”



What can webinar do for your brand?

build
authority

build your
tribe

build your
trust

generate
revenue

create a freedom
based lifestyle

THE PATH AND PROFITS



CONNECTION



CONTENT



CLOSE



01

The Connection

Build rapport with audience

- Show up as your authentic self
- Share your journey
- Share relevant information that relates to them and save statistics

02

The Content

Create the solution and the problem that they have



03



The Close

Two types of offer

Discovery Call and Signature Offer

3 Things that you need to Master Online Events

Prospecting.

you have to be clear on who you are speaking to because you potentially attract the wrong audience.

Clarity around the problem that you solve

be very specific about how you can help them solve their problem

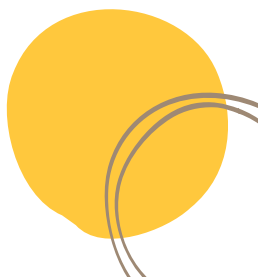
Results you provide people by result



www.CreateConsistentLeads.com
facebook.com/dekeshacwilliams

How To Boost Webinar Registration Conversions

BY: AMY PORTERFIELD



ABOUT ME

- 90 % of my revenue comes from my own program
- I say NO to the projects that drain me
- YES! to the projects that light me up
- Plus, my team and I work on a 4-Day Work Week



AMY PORTERFIELD





FACT: 

FILLING YOUR LIVE WEBINARS WITH
QUALITY ATTENDEES WILL BE ONE OF THE
MOST IMPORTANT STRATEGIES OF YOUR
ENTIRE LAUNCH.

THE GOAL: 

Send all your launch traffic to
your webinar registration page in
the 7 days leading up to your first
webinar.

It's important to dial your registration page and get as many ideal
customers over there to help increase your conversions!

3 Different Types of Digital Courses

STARTER COURSE

a 101 basic and
you are just
helping
students to get
started with
something new

SPOTLIGHT COURSE

you take one
area of your
expertise

SIGNATURE COURSE

is a huge
transformation,
you're taking
them from point
A to point Z



When creating a **TOPIC** that matters most. It's your willingness to believe in your abilities and to take yourself seriously.

5 STRATEGIES TO INCREASE WEBINAR REGISTRATION CONVERSIONS

STRATEGY #1

Add a few powerful testimonials from past attendees that show the immediate value of what you'll be teaching.

STRATEGY #2

Test a shorter version of the registration page that includes only the title, a few compelling description bullets, and a CTA button.

STRATEGY #3

Add a show-up bonus for those who attend your webinar live.

STRATEGY #4

Use software that shows the names and locations of people registering (creates FOMO)

STRATEGY #5

Delay the release of 1-2 time slots and send an email mid-way through web reg to urge those on your list to get in before spots fill up.

BONUS STRATEGY

Introduce an "I can do this!" strategy and deliver it in the first 5 minutes of your webinar.

HOW TO CREATE YOUR DIGITAL COURSE OUTLINE

"The 20 Minute Post-it Party"



Take one course idea



Grab a stack of post-it notes and a sharpie
#iloveofficesupplies



Set a timer for 10 minutes max (and play
some good music)



Go for it! Post every idea, story, piece of
content, insight, and action item that comes to
mind.

From there, take 10 minutes and organize your
post-its into phases or steps!

24/7 How To Sell Your Products, Services, Courses, and Coaching Services 24/7 in one simple webinar.

BY: CASEY ZEMAN



ABOUT ME

- I started out as an actor
- Left acting to sell real estate until 2008... The Bubble Burst
- Deciding to start selling things online
- But lost a lot of money, a lot of money!
- But then, I realized how to change that



CASEY ZEMAN



I learned the secret to early success with webinars

SINCERITY

- talk about a problem your customers are facing
- how you overcome that problem with a solution
- showing real world examples and testimonials

VALUE

- make sure to tell them something of value
- more about establishing solutions than selling
- opportunity to see exactly what your product delivers for them.

MAJOR KEY TO SUCCESS: 

Make sure you talk to a **SPECIFIC** group of your customers. We call this a **NICHE**.

Who is your niche market?

Take 20 minutes and write out a bulleted list of your ideal customer.

REMEMBER: 

The more specific you are with who your ideal customer is... the easier it is to market directly to their preferences.

How do you find people in the niche you want to showcase your awesome products and solutions to?



FACEBOOK GROUPS

- groups that align with the target market allow you to speak directly to potential customers.

YOUR NETWORK

- have a connection on the social platform, utilize and ask your own network to share your upcoming webinar.

FACEBOOK ADS

- spend a small budget on targeted ads for people in your niche market. Make sure to use the problem you solve as the main headline in the ad.

PAY ATTENTION!!



My number one 'SECRET SAUCE' to success is my ability to use automated webinars for nearly all of my sales for my company.

THE BEST AUTOMATED (EVERGREEN) WEBINAR TYPES:

1

HIGH TICKET 'BOOK A CALL' FUNNEL

- use your evergreen webinar to book 'strategy calls' to sell products of g\$3k or more.

2

SELLING 'DIRECT FROM WEBINAR' FUNNEL

- use a lead magnet or valuable free offer to drive potential customers to watch your evergreen webinar.



WE DESIGNED **EASYWEBINAR** TO DO 3 THINGS:

1

get your new customers

2

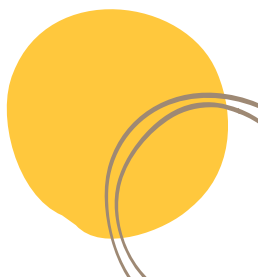
keep your customers

3

save your time and money

The Webinar Framework- Built For Course Creators

BY: CAITLIN BACHER



ABOUT ME



CAITLIN BACHER

- evergreen changed my life
- helped online course creators to generate predictable revenue without landing
- build profitable teams without micromanaging



PART I

QUALIFY

action item #1 Who is this training for?

- demographics
- psychographics

action item #2 What will they learn?

- mistake
- process
- something special

action item #3 Why should they listen to you?

- objections
- exciting
- concrete details



PART I

QUALIFY

action item #1 Who is this training for?

action item #2 What will they learn?

action item #3 Why should they listen to you?

PART II

INFORM

action item #1 What mistakes are they making?

- counter-intuitive
- objections

action item #2 What is your proven process?

- system
- method
- framework

action item #3 What is the cost of not taking action?

- brutal honesty
- choose your future



PART II

INFORM

action item #1 What mistakes are they making?

action item #2 What is your proven process?

action item #3 What is the cost of not taking
action?

PART III

CLOSE

action item #1 What results will your course help them achieve?

- benefit driven

action item #2 What proof do you have that your process works??

- testimonials

action item #3 What are specific, last-minute objections you need to overcome?

- FAQ's

PART III

CLOSE

action item #1 What results will your course help them achieve?

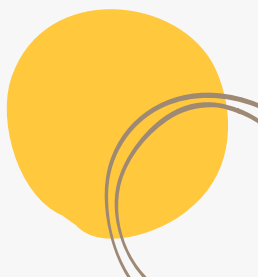
action item #2 What proof do you have that your process works??

action item #3 What are specific, last-minute objections you need to overcome?



The One Ingredient All Successful Launches Have

BY: JAMES WEDMORE



ABOUT ME



JAMES WEDMORE

- taught entrepreneurs and online business owners how to leverage the power of online video and Youtube marketing
- launched the Mind Your Business podcast and signature program Business By Design
- helps coaches, experts, content creators and authors
- ditch the 'hustle' mentality and create success from inside and out



YOUR DOMINO BELIEF



- this is your **PROVOCATIVE** Core Premise Statement you make that **RELEVANTLY** links what you teach/sell with what your prospects already want in a way that is simple, clear, positive and begs for more.

your **COURSE/PROGRAM** -
teaches people how to do
something to get what they want.

your **MESSAGING** - get your
prospects to see why they need
to learn how to do that.



Why is it important to focus on messaging first?



YOUR DOMINO BELIEF



Is it **RELEVANT** to your audience and what you sell?

Is it **CLEAR** and **SIMPLE**?

Is it **POSITIVE/ OUTCOME-ORIENTED**

Is it **PROVOCATIVE**?

Does agreeing with this statement
make prospects want buy?

YOUR DOMINO BELIEF



— “ —

When you change the
way you think about
things, the things you
think about change

— ” —

The Mechanism of Online Virtual Events

BY: JESSE EKER



ABOUT ME



JESSE EKER

- Managing Director and CO creator of Harv Eker
- Continue his father's legacy
- support entrepreneurs and aspirational entrepreneurs to succeed both personally and financially.



Why are virtual online events useful?

1

Gives you automatic authority into market

- like and trust is one of the most important things you can have with any specific person for getting them to go from prospect to buy.

2

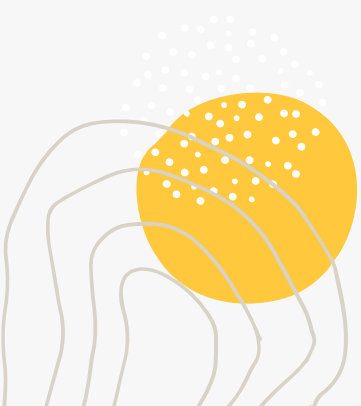
Collapse the timeline of sales

- you can have a great software to be able to minimize your time

3

create a rinse and repeat system

- so the process works the same for five people to 1000 people live. It's scalable, meaning that it doesn't matter how many people you have in the room, it's the same process from start to finish because the system gives you repeatable results.



Webinars have ...

SIMILARITIES

- who I am, what I do, the effectiveness of what works, the process of how it works, makes my one offer one time.
- it puts you in front of your audience like the proceed expert which is another key component to making sure that you build like and trust.

DIFFERENCES

- webinars are usually more problem base mistake, base, and belief-centric, meaning most webinars the way that they're done in this day and age not how they were before but the way they've done now is more about letting me go you onto a topic.
- webinars are usually shorter and they require more skill as far as a marketer and sales person.

The purpose of your events is to give them a sample of what it's like to work with your free so that they can make an educated decision if they want to work with you or not.

DESIGNING YOUR EVENT

.....

- design it from the end in mind
 - the reason why is because we take the sample or approach if you just create an event that has nothing to do with what you're offering. There's going to be a lack of congruent. Congruency is one of the most important principles you can follow when you're marketing and sailing.

TWO DIFFERENT PROMISES

Promise #1

- your program of what you sell to people

Promise #2

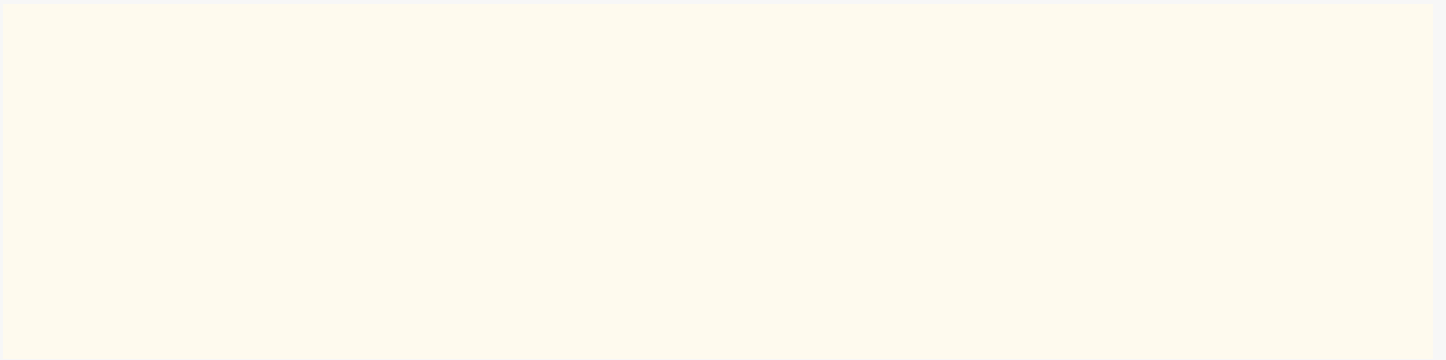
- your free event or your sampler event

FORMULA

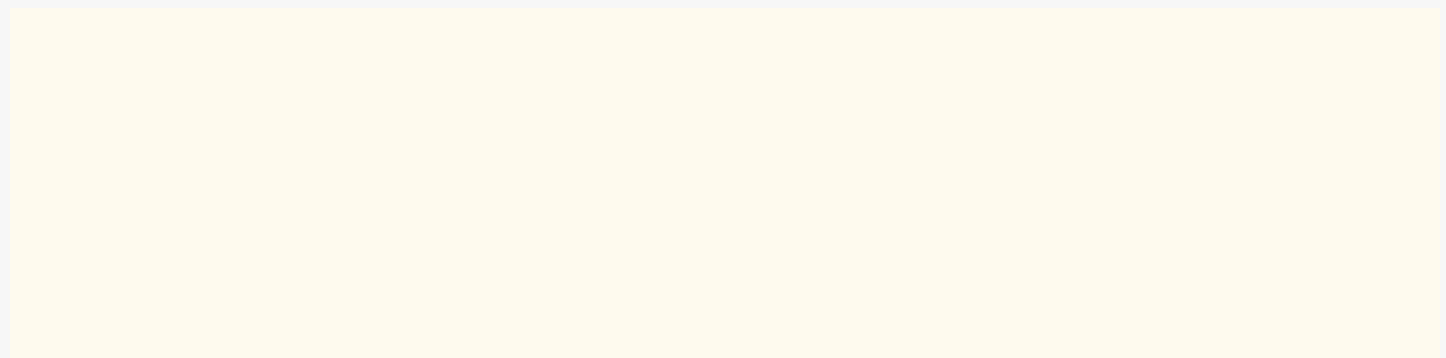
OFFER + DESIGN OF THE EVENT +
THE RIGHT AUDIENCE = A GREAT
LIVE ONLINE EVENT

QUESTIONS:

What are you going to sell on your live event?



What do you have to offer?



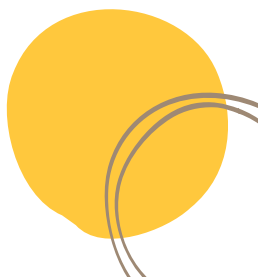


You always sell what you have, start with what you have to prove the process.

You sell something that has a little bit higher-end value to it so that economically it makes more money for you.

3 Rarely Used Webinar Tweaks That Get Massive Brand Growth

BY: JULIA STRUNK



ABOUT ME

- I have built an email list of more than 285,000 active subscribers
- I have helped over 6300 students start and grow with their own branded online business
- I've made over \$10,000,000 in revenue
- Plus, I've done all of this from the comfort of our home while raising our 2 children



JULIA STRUNK





HOW I INCREASED MY WEBINAR ATTENDEE BY 15.7% AND IT ONLY TOOK LESS THAN 5 MINUTES TO DO IT!

THE BEST TIME TO SENT IT ...



I tested sending it out with different time frames before the webinar



6 hrs before the webinar was the winner and my attendance rate went up by 15.7%



HOW TO IMPLEMENT

Find a well-known motivational speaker that will resonate with you and your audience and make a blog post

Find the video on Youtube and embed it on your blog post.

Send an email out with a catchy subject line and link to the blog post in the email

2

HOW TO CONVERT CUSTOMERS WHEN YOU DO NOT HAVE SOCIAL PROOF OR REVIEWS

→ **WHAT I DID:** After people attended my webinar, I used Facebook Ads to retarget them with a question and answer video.

ELEMENTS OF A CONVERTING QUESTION AND ANSWER VIDEO IT MUST ANSWER ...

- What happens next once they sign up?
- Refund Policy – eliminate risk as much as possible
- Exactly what they will get their payment
- Address FAQ
- Remind them of the price and any bonuses
- Remind the time left to sign up



KEY TAKEAWAYS FOR THIS CASE STUDY!



Lenght of the video should be 20 minutes or less.



The secret to a converting question and answer video is overcoming objections and giving your clients clarity.



Avoid talking about the features, instead talks about the outcome to expect or their transformation.



Have a call to action at the end.

3

DID THEY MISS YOUR WEBINAR? HOW TO WIN THEM BACK!

- Unfortunately, some people who register will not attend your webinar
- So what should you do when someone misses your webinar?

QUESTIONS:

- Do I send them back to register all over again for the webinar?
- Do I simply send them the replay?



Case Study

Takeaways ...

- Sending the replay link gave us our best ROAS (Return On Ad Spend)
- It is super important you have a follow-up sequence for anyone that missed your training.

PS- We would have missed out on over 31,942 people that saw our webinar if we had given up because they missed the initial webinar.

- Implement - make a plan to implement what you learn right away.
- Always be testing, you never know what will work! test, test, and test again!

FREE GIFT!



Download my free email template here:

ProgressTribe.com/Easy



