

## How to Set Up and Run A Wildly Profitable Webinar

Now before we get into the guts of this report, let me stop for a moment and define webinar...

### **DEFINED: "Webinar"**

"Webinar" is a web seminar that allows multiple people in remote locations to view and listen-in on a web presentation.

While webinars can be used for a variety of purposes – from product demonstrations to customer support to paid seminars – the focus of this report is on using webinars to promote your offers (either your own products or affiliate products).

To that end, you're going to discover how to use the "**3P Webinar Profits**" formula to set up and run your own wildly profitable webinar!

Here's an overview of the "**3P Webinar Profits**" formula:

**PICK Your Platform:** Here you'll discover how to choose the best webinar platform for your needs. Plus you'll get step-by-step easy instructions showing you how to get set up in just minutes!

**PREPARE Your Presenters:** A stumbling, bumbling presentation won't stuff your bank account with cash. Here you'll discover how to give a polished webinar – even if you're an absolute beginner and hate public speaking!

**PROMOTE to Prospects:** Finally, here's where you learn how to turn a sweet profit on every webinar you do!

Let's get to it...

## Pick Your Platform

Run a search in Google for “webinar software”, “webinar solutions” or any number of other similar terms, and you’ll unearth dozens of web conferencing solutions.

As you start sifting through these solutions, you’ll notice that:

- Some of them require the presenter (that’s you) to download software, while other require both the presenters and participants to download software.
- Some solutions present the audio portion of the webinar through the participant’s computer speakers, while other solutions deliver the audio through a telephone.
- Some solutions allow participants to ask questions through online text messaging, while others give participants the option of doing so verbally (by phone or Voice over IP, AKA VoIP) or by typing a message.
- Some webinar solutions allow only a small number of participants (such as a dozen or so), while others can accommodate thousands.

And so on.

That means that –

**Before you pick a platform, you’ll need to consider which options are best suited for your webinars.**

However, many of the top solutions provide a robust set of features, so you generally won’t go wrong no matter which solution you choose.

**Step 1: Choose Your Platform:** Below you’ll find a list of seven of the most popular platforms/solutions, along with my recommendation...

**[GoToWebinar.com](http://GoToWebinar.com):** This is the solution I highly recommend. Not only does this solution meet the needs of a large majority of people who’re running webinars, it’s also an incredibly popular platform. That means there’s a good chance your participants are already familiar with GoToWebinar.

In just a moment, you’ll get step-by-step instructions showing you how to get up and running with GoToWebinar (GTW).

[GatherPlace.net](http://GatherPlace.net): Web and voice conferencing solution that works on both Mac and PC platforms, for audiences up to 2000 participants. Includes toll-free teleconferencing and the ability to record sessions.

[MegaMeeting.com](http://MegaMeeting.com): Participants get a choice of either VoIP or text messaging to participate in the conference. MegaMeeting works on both PC, Mac and Linux machines, and accommodates a large number of participants. You can use MegaMeeting for a one-time fee rather than an ongoing subscription service.

[Microsoft Live Meeting](http://MicrosoftLiveMeeting.com): Accommodates meetings up to 1250 participants. Allows desktop sharing, PowerPoint presentations, recording and playback, etc. You can choose a “per use” fee or a flat-rate, unlimited use subscription.

[Raindance.com](http://Raindance.com) / [InterCall.com](http://InterCall.com): Provides an integrated audio and video solution, so that you don’t need to send both links and dial-in numbers to participants. Includes software to help you manage and promote your webinars. The site includes a free trial.

[TalkingCommunities.com](http://TalkingCommunities.com): This is a PC-based solution that allows you to lease one room or purchase the rights to a server with multiple rooms (that you can run simultaneously).

[WebEx.com](http://WebEx.com): This is a well-known Cisco solution that can accommodate individuals, small to medium size businesses and large businesses who need webinars. They provide a free trial and live demos if you’re interested in examining this solution further.

**Step 2: Check the Requirements:** While you’re choosing from among the above solutions (or any other solutions you uncover in a Google search), be sure to check the requirements.

You want to make sure that you and your prospects have the correct hardware and software to participate in the conferences.

The most common requirements include:

- A high-speed Internet connection.
- A PC computer (though some solutions work on Macs or Linux platforms).
- Computer speakers to listen in on the audio.

- A Microphone for those who'd like to ask questions (although most platforms also allow participants to type questions).

If you choose GoToWebinar, then you'll need\*:

**For PC-based participants:**

- Internet Explorer® 6.0 or newer, Mozilla® Firefox® 2.0 or newer (JavaScript™ and Java™ enabled)
- Windows® 2000, XP, 2003 Server or Vista
- Cable modem, DSL, or better Internet connection
- Minimum of Pentium® class 1GHz CPU with 512 MB of RAM (recommended) (2 GB of RAM for Windows® Vista)

**For Mac-based participants:**

- Safari™ 3.0 or newer, Firefox® 2.0 or newer (JavaScript™ and Java™ enabled)
- Mac OS® X 10.4 (Tiger®) or newer
- PowerPC G4/G5 or Intel processor (512 MB of RAM or better recommended)
- Cable modem, DSL, or better Internet connection

Participants wishing to connect to audio using VoIP will need a fast Internet connection, a microphone and speakers (a USB headset is recommended).

**To record a Webinar on your PC, the following is required:**

- Windows Media® Player Version 9.0 or newer
- Minimum of 800 x 600 Super VGA (1024 x 768 or higher screen resolution recommended)
- Fast Internet connection
- 1 GB of hard disk space (recommended)
- Sound card (If using Total Audio)
- Microphone and speakers (If using VoIP)
- Telephone attachment device (If not using Total Audio)

*\* Webinar recording is not currently available for Mac users.*

Note: Above requirements taken directly from GoToWebinar's FAQ page and they may be subject to change.

**Step 3: Get Set Up:** Getting set up with GoToWebinar is fast and easy – you can be up and running in just minutes from now.

Here are the steps:

- 1) Visit [GoToWebinar.com](http://GoToWebinar.com) and click on their “free trial” or “buy now” button.
- 2) Enter email address (you’ll receive a confirmation email with a link you need to click on). Then go to the next screen as instructed and create a password.
- 3) Enter account information, including your contact information and credit card number. If you’re signing up for the free trial, your credit card won’t be charged if you cancel before the trial period is up.
- 4) Download the [GoToWebinar toolbar](#) (it’s a quick and automatic set up).

That’s it!

Now you’re ready to start scheduling and running webinars.

Simply go to your GTW toolbar and click on “Schedule a webinar,” or click on “webinar now” if you want to get started conferencing immediately.

When you’re ready to start a scheduled webinar, just go to your toolbar and click on “My Webinars,” select the webinar you’d like to run and click “start.”

Your participants can join your webinar instantly. You provide them with the registration link so they can register for your webinar. When the conference is about to start, they can follow the link in the registration email ([www.joinawebinar.com](http://www.joinawebinar.com)), or they can go to the [GoToWebinar.com](http://GoToWebinar.com) homepage and click on “Join a webinar.”

No software downloads required for participants, which means a higher percentage of your registered participants will join the webinar!

So far so good – you’ve chosen your webinar software, installed it, and you’re ready to start scheduling conferences.

Next, you’ll discover how to run a polished webinar that makes you look like a seasoned pro!

# Prepare Your Presenters

You don't need to be a member of your local Toastmasters speaking group, nor do you need to turn in an award-winning presentation in order to make a bundle of money with your webinar. Nor will listeners hold it against you if they experience the stray sounds of a dog barking or an awkward silence when you momentarily lose your place in your presentation.

These things happen.

And overall, they aren't going to greatly impact your profits one way or another.

Having said that, however –

**It's a good idea for you and your guest presenters  
to turn in relatively polished presentations.**

Here are a few tips to help you do exactly that...

## **1. If you're presenting alone:**

### **→ Create an outline**

When creating your outline, first consider what you promised in your sales letter. Be sure to include in your outline all the benefits and topics that you promised in your sales letter.

Ideally, you should stick with an outline with minimal notes. That's because you don't want to sound "scripted." If you just read a script, you tend to lose the enthusiasm – and your attendees will get bored.

Finally, be sure to prepare any PowerPoint slides, demonstrations or other visual aids that you intend to show to your participants.

### **→ Practice your presentation**

As mentioned, your presentation doesn't need to be perfect to be effective. But you'll come off as a lot more professional and polished if you practice your presentation.

Note: If you have a visual presentation, be sure to practice doing your talk with the slides, demonstrations or other visual aids.

If you haven't given very many presentations before (either online or offline), then consider either recording your presentation so you can critique yourself, or have a trusted friend (or several friends) listen in and critique you. (Or do both.)

Ask your friends to check for things like:

Presentation Speed: Too slow? Too fast?

Comprehension: Is the presentation suited to the audience? For example, if your webinar is aimed at beginners, then you shouldn't be using expert-level jargon without first defining the terms.

Presentation Order: Also, check that the material is presented in a logical order without any knowledge gaps. Sometimes when we become experts in our fields, it's easy for us to jump from point to point without realizing that listeners need a specific piece of information to bridge those points.

Excitement: Do you sound excited about what you're saying without sounding insincere? Will the audience be excited?

General Impression: Finally, ask your friends to give their overall impression of the presentation. What's good? What's bad?

## → Get comfortable with your conferencing software

After you become comfortable with your material, then you need to become comfortable with your webinar software solution.

That means you don't want to get an idea for a webinar today and start one immediately without first taking a tour of the software.

Download any necessary software and try it out. Read the documentation and the frequently asked questions. Study the features and take notes about how to use those features that are most important to you.

Ideally, you should deliver your presentation using the webinar solution along with your friends who are providing critiques. It gives you a chance to use the webinar software features in a "real" setting, and gives you a chance to practice doing things like opening the webinar to questions.

## **2. If you're presenting with a guest speaker...**

It's likely that you'll usually have webinars with a guest speaker or co-presenter rather than just presenting the material yourself.

This is particularly true, of course, if you're promoting affiliate products. That's because you can bring on the product creator and interview him or her or otherwise make a presentation together.

But even if you're promoting your own offers, it's still a good idea to have a guest speaker. That's because it tends to be more engaging to listen to two people in a dynamic, exciting conversation... versus listening to one person "lecture" to you.

For proof, just turn to the infomercials on your late night TV. They almost always have two people presenting the merchandise. Usually, one person is the expert and the other person is the interviewer.

You can do the same thing – just ask a friend or colleague to interview you. In exchange, you can offer to give them resell rights to the audio, you can pay them for their time, or you can even use their affiliate link at the end of the audio. Alternatively, you can offer a true joint venture, where you interview them about their products in return.

### **→ Prepare Your Guest**

Whether you're interviewing someone or they're interviewing you, you should prepare an outline of "talking points" and suggested questions. Again, be sure that any benefits you mentioned in the sales letter are covered during the webinar. Otherwise you'll have plenty of disappointed attendees.

Just as when you give a solo presentation, you want to make sure your co-presentation doesn't sound scripted. While you can offer your co-presenter an outline and questions that *might* be asked, you can and should spontaneously ask follow up questions... even if you do veer off the outline. (Just be sure to get back on track eventually.)

This sort of spontaneity will make for an enjoyable conference for you, your guest and the attendees.

Second, remember that if you're interviewing someone, you essentially have two jobs:

#### **1. Get your guest to share secrets and other great information.**

This one is fairly easy, as a good outline will help you get this



information. You may also ask your guest (before the webinar) what sorts of secrets they might be willing to share.

**2. Secondly, your job is to help your guest feel comfortable.** If your guest has done webinars or other presentations before, he or she will likely be quite comfortable doing the webinar with you.

However, some people aren't used to this sort of public speaking, so you need to help them feel comfortable.

That means giving them the proposed outline well ahead of time (at least a week before the webinar) so they have time to think about their answers. You should also ask your guest if there are any "off limit" topics or if there are any topics he/she would really like to talk about.

Also, you should get on the phone and talk to your co-presenter. If he feels comfortable with you, he'll feel comfortable on the webinar. So try to talk to him for at least 10 or 15 minutes sometime during the week leading up to the webinar.

Finally, make sure your guest is comfortable with the technology. Ideally, you should create a webinar conference just for the two of you so you can get to know each other, discuss the material, and get to familiar with the technology.

Follow these other co-presenter tips to ensure you have a great webinar with your guest:

- **Keep in touch with your guest.** Remember that your guest is just as busy as you are with his own projects. Your webinar may be low on his priority list, meaning he could completely forget about it if you don't remind him about it. Be sure to send a reminder a week before, a few days before, and the day of the presentation.
- **Always include the login information.** Every time you send an email to your guest, always include the download links, login information, time and date of the webinar and any other information he needs to know. That way, he doesn't have to waste time searching for the information, as he knows it's at the bottom of every email you sent to him.
- **Show your appreciation.** Your guest is doing you a favor. Let him know how much you appreciate him taking time out of his busy schedule to do this. Follow up after the webinar with a thank you note via email or a phone call, and preferably a handwritten note via postal mail.

So far you've picked your platform, you've become familiar with the technology, and you and your guest have prepared for the webinar. Now it's time for you to discover the secrets of turning your webinar into a cash cow that pays you for months or even years to come!

## Promote To Prospects

Now that we have all the technical details out of the way, it's time to focus on the organization, content and promotion of your webinar.

In this section, you'll discover:

1. How to promote the call itself.
2. How to promote your offers from within the call.

Let's jump right in...

### How to Promote the Call

Here's an easy step-by-step proven formula you can follow to organize and promote your call...

**Step 1: Decide on the Purpose of Your Call:** Before you can actually hold a webinar, you need to have a goal in mind.

Specifically: Do you intend to promote your products or affiliate products? Once you decide on the purpose of your call, you can then decide on the topic itself.

For example, let's suppose you wanted to promote your new "Guide to Italy" ebook. Choosing a topic is fairly easy – you may even want to simply choose a chapter from your ebook and "teach" the entire chapter.

Alternatively, your webinar can give an overview of the entire book, while leaving the best bits of information out (i.e., participants need to read the ebook to get those secrets). You'll discover how to use this strategy later in this report.

**Step 2: Create a Lead-generation Page:** A lead generation page is basically a sales page. This is where you "sell" people on giving up their email addresses in exchange for access to your free webinar.

Now here's the thing...

Some marketers believe that just because a webinar is free, you don't really need to bother persuading prospects to join your webinar list. They figure all they need to do to build a big list of prospects is simply put up a page that says "free webinar" and an email capture form.

But doing so leaves money on the table.

You see, a few years back it was fairly easy to get people to give you their email addresses for any reason. In fact, email was such a novelty that people were EAGER to sign up for newsletters just to get email.

Naturally, things have changed a lot since the early days of the Internet. Now people guard their email addresses. They're so frustrated with spam that they're often reluctant to give any sort of address at all – and so sometimes they'll give marketers a "throw away" email address.

That's why you need to spend some time convincing your prospect to not only join your list, but also join using an email they regularly check. Sell this webinar like you're selling access to a \$100 webinar! After all, you'll have an unresponsive, "dead" list if everyone joins using throw away addresses.

Here's what you need to do to craft a compelling lead generation page:

- **Create a benefit-driven, curiosity-arousing headline.** Your headline's job is to get your prospect's attention. To that end, your headline needs to present the biggest benefit your prospects will receive when they join your free webinar.

That means that simply putting "Free Webinar!" as the headline won't cut it. No one wants a free webinar... instead, they want a solution to their problems. So alternatively, your headline might say something like:

"Are You Poisoning Your Puppy? Find Out What Common Household Items are Toxic to Your Pet During This Free Webinar..."

OR...

"Free! Discover Which Foods Are Making You Look Ten Years Older!"

You'll note that in both headlines the word "free" is mentioned. That's because the word free is a powerful trigger word. Everyone wants something for free... especially a free solution to their problems (hence the benefit-driven headlines).

You'll note that in these examples, only one includes the word "webinar." That's because you'll want to use this term carefully in your sales copy. If you're sending your offer to people who've joined your previous webinars, then feel free to use the word "webinar" in your headline.

On the other hand, don't mention the word "webinar" in your headline if your prospects are likely unfamiliar with the term. You see, the goal of your headline is to grab your prospect's attention and drag them into your copy. If they don't know what a webinar is, you'll stop them dead in their tracks at the headline. And that's not a good thing.

If you're dealing with people who're likely unfamiliar with webinars, then go ahead and use the word "free" in the headline along with the main benefit. But wait until later in the copy (when you've already hooked them on your offer) before you explain what a webinar is.

- **Craft benefit driven, reader-oriented copy.** After the headline, jump right in and continue talking about the other benefits the prospect will receive when she joins your webinar. You may want to create a "bulleted list" of benefits, which will draw her eyes into your copy.

Remember to keep your copy oriented towards the reader. If your copy has a lot of "me," "mine," "I," "us," "our" and similar words, then the copy is about you and not your reader. Instead, make generous use of words like "you" and "yours."

Example of author-oriented copy: "I'll talk about..."

Example of reader-oriented copy: "You'll discover..."

- **Tap into your prospect's hopes, dreams and emotions.** People never really buy products – they buy solutions. And specifically, they buy benefits and outcomes.

Example: They don't buy a drill – what they're really buying is a hole. And people aren't buying exercise

equipment. Instead, they're buying into the dream of being slimmer and sexier.

Even though you're offering a free webinar (rather than a paid product), the same is true of your prospects.

They're not joining your list and getting on the webinar to hear about whatever topic you're talking about. Instead, they're getting on the webinar because of the hopes, dreams and emotions they have surrounding that topic.

Your job is to tap into those hopes, dreams and emotions on your lead generation page. Let the prospect imagine what it will feel like to receive the benefits after they listen in on your webinar.

- **Use a strong call to action.** After you've hooked into your prospect's emotions and you have him imagining the benefits of joining your webinar, you need to provide a strong call to action. This is where you explicitly and clearly tell your prospect what you want him to do.

You should also write your call to action as if you assume he's going to join your seminar. That means you don't ask him if he wants to do it. You don't say, "If you're interested, fill in your name and email address below."

Instead, you tell him, "Get started right now by filling your name and email address in the form below and clicking join..."

The second thing you should do with your call to action is give it a sense of urgency. You want to give people a reason to join your list right now. You want to instill a bit of fear in them (such as a fear of loss).

Here are a few ways to spur that sense of urgency (you can use more than one tactic):

- **Limit your webinar to X number of "seats," thereby creating scarcity.** If you plan on having more of an interactive session, then you'll want a smaller number – such as 50 or 100 spots. Otherwise, you could limit the seats to any number that makes sense for you and your niche, whether it's just 10 or 1000.
- **Emphasize the fact that the webinar starts soon (e.g., in X number of days).** Obviously, the closer you are to the actual

start date of the webinar, the greater sense of urgency you can create.

- **Offer a “fast action” bonus to the first X number of people who join now.** You may give the first people to join a special bonus, such as free transcripts to the webinar, a related ebook, or some other valuable freebie.
- **Offer a “fast action” bonus to anyone who joins in the next X number of hours or days.** Instead of giving the free bonus only to the a strict number of people who join, you can make the offer to anyone who joins the webinar list before a certain date and time.

#### ☛ **Here’s a Neat Little Trick to Create Sales BEFORE the Free Webinar...**

If your lead-generation page does its job and converts well, then you should get a flood of people joining your list so they can join your free webinar. Most marketers miss a huge opportunity right here. Instead of making money, they just let their attendees sit on the webinar list for the few days or the week leading up to the webinar.

Here’s what you should do instead...

Create a confirmation page and/or confirmation email that thanks participants for joining the webinar. Remind them of the benefits of the webinar. And give them the details they need such as time and date of the webinar, how to log in, and how to contact you if they have any questions.

Now here’s the trick that puts money in your pocket: Give your prospects “homework” to do before the webinar starts. And you do this by telling them to download and read a (paid) product so that they’re ready to participate in the conference, ask questions, etc. Ideally, you can offer prospects the same product you’ll be promoting on the call.

To sweeten this offer, give a limited time discount. Or better yet, make it a one-time offer. If they don’t take you up on the offer right now (on the webinar confirmation page), they’ll need to buy the product at a higher price later.

Note: If you offer a discount on the product at the end of the webinar, be sure this is a generous discount... but not as generous as the one offered during the “one time offer.”

Do this, and you can expect to make money long before your webinar even starts!

**Step 3: Drive Traffic to Your Lead Generation Page:** The best webinar in the world with the highest-converting lead generation page ever won't do you any good if you don't get your offer in front of people. That means you need to promote access to your call.

Here are just a few ways to do exactly that:

- Blog about it.
- Tell your list about it.
- Create a viral video about it and post it on YouTube.
- Ask your guests (JV partners) to tell their lists about it.
- Write an article about the topic and socially bookmark the article.
- Use pay per click marketing.
- Post a link on your Squidoo Lens or HubPages.
- Post it on Craigslist and/or USFreeAds.com.
- Post it in your local classified ads.
- Post flyers locally.
- Use a CPA model to get leads.
- Use a tell-a-friend script so that those who've already signed up will tell their friends to sign up too. Better yet, offer an incentive, such as a freebie to anyone who tells at least three friends.

**Step 4: Provide solid content – and a pitch.** You have hordes of people descending on your lead generation page and signing up for your webinar. Now your job is to turn these prospects into buyers.

The purpose of your webinar is twofold. First, you built a list by offering a free webinar in exchange for an email address. That part is

already complete. The second purpose of your webinar is to sell your products or someone else's products as an affiliate.

Because your goal is to sell products, you might be tempted to run a 45 minute or hour-long "infomercial" instead of a seminar. Don't do this. Remember, your prospects joined your webinar because they're looking for information. They're looking for a solution to their problems. They're looking for something that can make them happier, richer, slimmer, more attractive, etc.

Here's how to create a webinar that your participants will find valuable – and one that will make money for you, too:

- **Give your prospects what they expect.** You promised certain things to your prospects when they first agreed to join your webinar. Now you need to make good on those promises.

Example: If you promised three "secrets" to making money online, make sure you deliver not one, not two, but at least three of those secrets.

While a somewhat spontaneous webinar that doesn't adhere strictly to your outline is usually a better experience for listeners, your job is to make sure that you DO cover those points you promised to cover in your sales letter.

- **Build trust.** People buy from those they know, like and trust. If you sent the webinar announcement to your list and to your existing customers, then there will be people on your call who already know and trust you.

However, your focus is on those who don't yet know you. Your job is to build trust with these people. Just being on a webinar (which puts your face to your name and shows you're a "real" person) and taking questions helps. Delivering on your promises, providing good content and being honest (e.g., no exaggerations) also help.

It may seem like common sense to say something like "be honest." But sometimes we marketers are prone to exaggeration. Problem is, customers sometimes expect marketers to exaggerate – and when they get "caught" exaggerating, credibility is lost.

Example: A few years ago I attended a webinar that was being pitched as one person "grilling" the other person. Further, the sales materials suggested that the two had never met, the interviewee had no idea what the



interviewer was going to ask, and that this could turn into a wild “free for all.”

Problem is, the webinar was so scripted that the co-presenters accidentally started reading each other’s lines. Instantly, all credibility was lost because it was revealed that the free-wheeling “unscripted” interview was in fact tightly scripted. And since the marketers fibbed about that, it made prospects wonder what ELSE they weren’t being truthful about.

- **Provide useful but incomplete information.** Next, you need to provide solid, valuable content that your webinar participants can put to use immediately. But here’s the thing – you need to provide information that’s not quite complete. And the only way to get their hands on the “missing link” is to purchase your products.

Example: Let’s suppose you’re selling a weight loss ebook. During the webinar, you might tell listeners that your ebook lists ten foods that burn fat... and then you could share five or six of those foods with the webinar participants.

Another way to share useful but complete information is to tell someone what to do, but don’t tell them how to do it.

Example: Let’s suppose you’re selling an online marketing ebook. You might tell people that one good way to pull in targeted traffic is by search engine optimization. You can then go on to discuss on-page and off-page optimization, but you leave the best details out – meaning those who want to learn SEO must buy your ebook.

- **Create a need.** You can also use your webinar to create a need (or “plant a seed”) for the product you’re pitching.

You may do this with information products by educating people with regards to how fast and easy your product will give your prospects the solutions they desire. But this tactic works particularly well if you’re selling physical products or tools.

Here’s an example...

Example: Let’s suppose you’re running a weight loss webinar. In this example, you can give your prospects 100% complete information – that means you don’t hold anything back. You tell them what foods they should be eating, how often they should be exercising, etc.

But here's the thing: You then recommend certain products to accelerate their weight loss. For example, you may pitch a rebounder (a mini trampoline) as the perfect piece of exercise equipment. Or you may suggest that the fastest weight-loss is achieved for those eating the pre-packaged meals that you're pitching.

Let's go back to the online marketing webinar as a second example. Here you can give your prospects the complete step-by-step guide to getting the top rankings in the search engines. Again, you leave nothing out. But you create a need by suggesting that the quickest and easiest way to achieving those rankings is by purchasing your SEO tools (e.g., such as keyword tools, page generators, etc).

**Step 5: Record the Webinar:** While the live webinar is likely to be a well-attended, profitable event for you, that's just the beginning.

Your goal is to profit from your webinar for weeks, months and even years to come. The idea is that you spend a couple hours putting together your webinar today – and you profit endlessly in the near future.

Naturally, the only way to do that is by recording your webinar for later playback.

Tip: GoToWebinar includes a recording feature – and recording your webinar is as easy as a click of your mouse. Just go to your GoToWebinar organizer control panel, click on "recordings" and the recording panel will open. From there, you simply click on "start recording" when your webinar starts, and "stop recording" when your webinar ends.

Once you've recorded your webinar, you can save it to your desktop. Then you can use the editing software of your choice to edit it (if necessary).

There are a few things you can do with your recorded webinar, including:

- If the information included is valuable, you can sell the webinar recordings. If you do a series of related webinars, you can sell them as a home study course.
- You can use the recorded webinar as a lead generator. Simply offer it free in exchange for an email address and

name. You can also offer the webinar recording for free on a CD in exchange for a name and postal mailing address.

- You can give *other* people the option of offering your webinar as a lead generator, a free bonus with their products, something to add to their membership sites, etc. The bonus for you is that you get the backend income on the product recommendations.
- You can sell resell rights or master resell rights to your webinar recordings. That way you make money up front. But you also get a nice backend income due to the products you pitch during the webinar.
- You can create a feeling of scarcity by not offering unlimited access to the webinar. Instead, you can play it on pre-defined dates (such as on a weekly basis). This works particularly well if the webinar is slightly controversial and/or extremely useful, because then you'll get people "buzzing" about it in anticipation of watching/listening to it.
- You can use it to re-launch the product you pitched during the webinar. Again, the idea is that you only spend a couple hours creating this webinar – but then you profit from it over and over again.

We covered a lot in this section, but the basic idea is simple:

- ✓ Create a great lead generation page.
- ✓ Drive traffic to the page.
- ✓ Create a great webinar.
- ✓ And profit like crazy from your webinar.

Do that, and you'll make money both during your live webinar, as well as for months or even years later!

## Conclusion:

## You're Just Three P's Away From Profits!

Congratulations – you now know how to run and record your own wildly profitable webinars!

Let's quickly recap the "**3P Webinar Profits**" formula:

**PICK Your Platform**: You discovered how to choose the best webinar platform for your needs. Plus you received easy step-by-step instructions showing you how to get set up in just minutes!

**PREPARE Your Presenters**: You discovered how to give a polished webinar that made you look like a seasoned professional – even if you're an absolute beginner! Plus you found out that one of the keys to running a successful webinar is to make sure your guests are comfortable and they know what to expect.

**PROMOTE to Prospects**: Finally, you discovered how to turn a free webinar into a cash cow. Not only did you discover how to provide "useful but incomplete" information that spurs sales, you also found out how to create a need for your products.

There you have it – the "**3P Webinar Profits**" formula that adds up to money in the bank for you!

But here's the thing...

**While webinars are wildly profitable,  
the money just won't leap into your bank account on it's own.**

**It's NOT difficult by any means...  
but you do need to follow the simple formula provided in this report.**

You may be tempted to just set this report aside and start thinking about your webinar "later."

But here's what I want you to do instead:

Right now (yes, now) pick your platform, or you can just go with my recommendation (GoToWebinar). Then sign up for an account right now. That's the first action step.

Then go ahead and start working your way through the others steps in this report.

**The sooner you follow through, the faster you can enjoy success and profits!**



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