

Engaged & PROFITABLE GROUPS

with Sandra De Freitas

M6L09

Webinar Launch

Okay. Next we have the webinar launch. So as I mentioned, it's a webinar that is created once and it's hosted three or more times. It teaches three points, so the behind the scenes secrets of this, the three secrets of this, the three biggest myths, what have you in your webinar.

It provides case studies in your webinar to prove that what you're teaching works, that what you're telling them does actually exist and it's wanted and there's stats behind it and there's proven case studies and stories.

Also within that, towards the end and even a little bit in the beginning, you're mentioning what you're about to offer and then at the end it is a full on offer, what it is that you're offering. Usually with a webinar and launch you're offering a course. I've also seen it done with memberships, but I think it's more usually with memberships, it's part of the launch, so it's like a one or two days... you do the same launch one or two times throughout launch week, but in a webinar launch it's mostly that webinar repeated over and over again and usually used for courses.

Now the cart opens from the start at the very first webinar, so there your prelaunch is going to be basically what we talked about in the prelaunch video lesson and we're going to put in some webinar aspects and some other stuff as well.

Okay. So webinar launches are good option if you have a good size audience or you have a good size budget for ads, because you're going to be running the webinar a few times. You can definitely let your list know what you're going to be offering, you let your group know that you're offering it, but the more that you can bring on new people that have probably not listened to you before or heard you, were not in your group, were not on your list already, that would be better. Webinars need to be promoted at least a weekend in advance. Your first one's have to be promoted about a weekend in advance to get as many people on it as possible. And your launch is usually 10 to 14 days long with the webinar repeated.

So let's look at that a little bit more and let's look at the pros and the cons. So **the pros** is that you create your slide deck once and it's used a number of times throughout your launch. It is a great way to condense your launch training. If you were going to do three to four videos, which is either the live launch or the pre-recorded PLF style launch, which I don't see being used very much anymore, into a one hour webinar or one and a half hour webinar. I didn't mention that usually after your webinar you have an open Q&A, where people ask you about your offer or ask you about the case studies or whatever it is you've presented in your course. So usually your content is an hour and a half an hour of Q&A. It's a great way to showcase case studies. So students of yours, clients of yours or even people you don't know, but you know that this strategy or whatever it is that your teaching has worked.

Okay, let's go into **the cons**. This is not good for audiences with short attention spans. So if your audience say are busy moms or busy parents, busy dads, it's not that they don't have a long attention span. Their attention is divided amongst many things. Also if your audience doesn't like webinars or they don't like to be on a call for more than an hour, they're busy in other ways, it's not a good option for them. And the other con is that 50% of the people who register for a webinar actually come to the webinar and appear at the webinar. And that's kind of hard to swallow sometimes when you've worked that hard to get that registration. But that stat of 50% is pretty well known in the industry. It's unfortunate, but that's what happens. People get excited but they just don't appear or they don't put it in their calendar, what have you.

Okay, so let's go into planning this webinar launch. So you're going to set your one month prelaunch and we did this previously, so you'll see this. We've got our Facebook live in the groups. We've got our engagement posts in our case study examples. You could reuse these case studies in your webinar, no problem there.

You're going to then set your webinar schedule and this is over usually about 10 to 14 days. So as you can see here, our prelaunch was in May in this example. And then we're going to do our webinars. Now, I set seven webinars in this time period. You could definitely condense it. You could actually set up the first three, schedule the first three in the beginning of your launch. See how that goes, in case you want to switch up your launch. If your webinars aren't responsive or you want to change your webinar slides a bit, you can do that. And because what we're going to do is we're going to promote the first two and then start promoting the others as we go. That is totally possible that you only have the first three set in your calendar or have the others kind of tentative. Anyways, this is an example.

I do like to have the first webinar on a Sunday night, because people are usually thinking about their work week or whatever it is that's coming up on a Sunday night. And so it's a good time to get people onto your webinar and listening.

So I have two on Sunday nights there. Then I did a couple more. I skipped one day to give you and others a break on the 13th as you can see there. None on the Saturday unless your audience does well on Saturdays. I have been told that folks with ADHD or ADD, that if they're an ADD coach let's say, that Saturdays are actually really good day for them because, this is what I'm told, this is the day that they try to organize themselves. So Saturdays are the days for them. Okay. You'll see that I also have close cart on the 19th and you're probably wondering what's happening on the 17th or 18th all right, just stay with me.

Okay. The next thing we're going to do is the 10 to 14-day promo before our first two webinars. You can see I've got that going on for about 10 days. And I'm promoting webinars one and two. I'm even promoting the webinar one on the 9th of June and I'm promoting webinar two on the 10th of June because I'm having them on those dates.

So next we're going to change the cover photo in our group and add an announcement about our webinars. So let's go and do that. I have that set to Friday, May 31st to announce, do an announcement post and a photo cover change on the Facebook group and announcing the webinars. So we're giving them about 10 days to sign up for webinar one or webinar two.

So once we complete one webinar, we're going to start to promote the next webinar and we're going to update the cover photo and the announcement posts as we go as well. And I didn't put those cover photo and announcement posts in the calendar. You could just make a note of changing them. So as you can see, I am now promoting on the 10th, webinar three and four, because they're on the 11th and I'm still promoting them in the morning. Then I switched to promoting webinars five and six until the 12th. And then webinars six and seven on the 13th and the 14th. And then the only ones left are webinars seven until the 16th.

This is the same webinar over and over again. You might tweak it a bit, you might add stuff to it, you might add more proof. There might be something you realize that you missed that you wanted to add. You could do that. This gives you an example. Do you see why you would need a bigger audience or you would need money to put towards ads or have someone joint venture with you to use their audience to bring them onto your webinars? That's totally something that you could do. Okay.

Remember those second last the 17th and 18th, where we had nothing just before cart closed? This is what we're going to do. On the second last day of your launch you're going to run the webinar as a Facebook live in your group. And you can also run it in a Facebook live on your page and then share it into your group and this way you can run ads to it. Okay. So that's what you're going to do on the second last day. You can see I have it there on the 18th.

What I then want you to do on the last day of your webinar is schedule a watch party. So schedule a watch party in your group. You can create an event in your group. What a watch party is: you get to watch a video together. What's nice about this is you don't have to run the webinar again. You can put your slides away. You're going to be watching the webinar along with the people that are coming to watch it with you in the watch party. And as they come on, you'll see who has joined and you can say hi to them and tag them in the post and you could talk to them. You could answer their questions. You can ask them questions, whatever part of the slides that you're on in the webinar, just go through it with them and ask them questions.

Now, I had a lot of fun doing this and I think that you will too. It takes the pressure off from running the Facebook live or running the webinar and it's a little bit more fun to do the watch party. You could be sitting there eating. You could be watching TV at the same time. It's a little bit more relaxed. If you need to be more focused, by all means go to your office or a quiet room to do so. But you'll find that it's a little bit more fun just because you don't have to do any work other than socializing and answering questions. So we have that on the very last day. The watch party, I would do it towards the earlier part of the day, so that if you want to run another watch party later on if it was great success, you could always add that in.

Okay, let's go back for a second. You see how this is a lot and it's very heavy on the webinar pieces? You can take out some webinars, you can add more things to it and that's what I'm going to talk about now. So I like to add other launch elements into a launch. I almost like to do a mixed launch of things. So other elements such as Facebook live Q&As, Facebook live training and Facebook lives with your clients or students showcasing their work.

So let me go over a couple that I've added. So in that kind of peacock blue on the seventh, I added a Facebook live Q&A and this will also promote the webinars that are coming out. So I'm going to do a Q&A. "Hey, everyone how's it going? Just wanted to let you know I'm going to be doing a Q&A right now and about whatever it is that you taught them the previous month and wanted to let you know that we're doing a webinar both on Monday and Tuesday. Here's how you can sign up." Okay, so when you do that, at the end of the Q&A, also mention the webinars again. Okay, so added that to the list.

The other thing I added on the ninth is a Facebook live on your page and you're going to be promoting that you've got a webinar coming up at 8:00 that day. You could do that same thing. Go to your page, go to your Facebook group and promote that you've got a webinar that day and how they can sign up throughout. Okay. I almost do these on the fly, but if you could schedule them in, fantastic.

Okay. The next thing I added was a student showcase on the 12th. So you can have one, two or three students come on, and you could do them individually, and ask them the case studies that we talked about in a previous lesson. So where were you before? How did you overcome this? What challenges did you face and where are you now? And have them answer those questions. What this will do is it'll show the people in your group that there's credibility towards what you're saying. Okay. So you're saying that your program works. Great. If you're a weight loss coach and you have someone on your showcase that can show us their before and after picture, amazing. What can they show us? And that's what we're doing with those questions. We're like, "where were you before and where are you after? Paint us that picture".

Okay. Another thing that I added was on the 13th, a Facebook live training. You could do bits and pieces from your webinar. You can do other things that may have come up, but something related to the offer that you're making and then also make your offer at that point. On the 17th, I added a live Q&A, so you can do a live question and answer. And on the 19th I've added a Q&A and it says objections on it, because what's going to happen is if anyone wanted to buy your course program, etc, they would have done so by now. Right. If they wanted it and they were sold, they would have done it. Some people are last minute buyers. I'm very much a last minute buyer and there's nothing wrong with that. But for the most part, the people that buy on the last day, they need to know that their objections are being met. So the objections are going to be like I don't have time, I don't have money, I can't buy something else. I don't finish my courses, I don't need this now. Am I good enough? Am I strong enough? Am I smart enough? Can I implement this? What technology do I need? What budget do I need? All of these things you can take on in this Facebook live.

So do a Facebook live and start up and say, "A lot of people are asking into our support or asking within the comments," whatever's true, "About the following. So I'm just going to address it. So you may say that you don't have money for this program. Okay, I get it. Money can be tight at times, but if you can see the value in this program and how it will save you time and money in the long run, won't it be worth it to invest in this program? Or you can go on and on your own, spend time Googling or reading books or searching for all the right content you're looking for, whereas I have it all for you in this program and all step-by-step for what you need to do. You may think that you've never completed a program before. Well in my program, we actually make it fun for you to implement what you're learning. We do implementation weeks, we have games, we have prizes, all the things that make it fun for people to engage and do the work and complete the course."

So that's how you would do that particular Facebook live. And I always do that on the last day because that's where people are on the fence and we want them to make a decision whether it's a yes or a no. I would hate for someone to be like at midnight, "Oh, I don't know. I don't know. I don't know." Or whatever time you're going to close your cart. We just want them to be able to get the right decision done for themselves and complete it.

All right, so that's it for the webinars. It's a lot, right? I get it. You can detox this and any way that you want. I myself for the launch for this course, did three webinars, maybe four, one in the Facebook group. Did a watch party. That was probably the funnest to do. A lot of engagement there. I wouldn't tell people that you're going to do the Facebook live in the webinar until the very end or during.

Okay everyone. I hope you enjoyed that and I'll see you in the next lesson.