

Introduction

First of all, thanks for downloading this PDF!

Look I don't know if you know me (yet) or not, but if not, my name is Jeremy Reeves. I'm a sales funnel specialist and have generated \$50 MILLION in results for my clients.

I won't go into my story. You should be on my email list now, and you'll learn more about me as we go.

(Don't worry, I won't be one of those annoying "pitch-fest" idiots. My emails are valuable, entertaining and very transparent and real.)

Anyway, I put this together as a way to help other entrepreneurs create highly converting, badass webinars with the least amount of struggle as possible.

Now, let's be honest here...

Obviously, this isn't ALL you need. This is just a basic framework to give you reminders on what needs to happen for this to work.

If you want to go into MUCH, MUCH more depth on each of these six steps, you can register for my free webinar at <http://www.JeremyReeves.com/htff-webinar>

Cool?

Alright. No more need to babble on.

Let's get to it ;)

Step #1:

IDENTIFY The Problem

The first step in creating an offer that is completely irresistible to your audience... is **understanding the problem they're having!**

The more you understand your audience, and more specifically, the PROBLEM they're coming to you to fix, the more magnetically attractive you'll become.

This is crucially important for two reasons...

1. If you don't truly understand the problem they're having, your solution won't match up with what they want or need. This will keep you in the constant struggle of chasing clients mode forever.
2. The more you understand their problem, the more they will automatically trust and resonate with you. Therefore, they'll be much more likely to buy. This is basic psychology.

So where does this come into play within the context of a sales funnel?

First, in the ad itself, and in the emails they get before the webinar happens.

Then you infuse it into the webinar itself, towards the beginning where you're telling people why they should listen to you, what type of person will benefit from the training, etc.

And once this is done you can move onto...

Step #2:

AMPLIFY The Desire

Once you've clearly identified the problem, the next step is **amplifying their desire to solve that problem.**

Think of someone looking to lose 30 pounds.

The first step in them fixing the problem is realizing they have a problem in the first place. It's that "rock bottom" moment we've all been through.

Once that person realizes that they want to fix that problem, it's now your responsibility to AMPLIFY that desire to solve the problem.

This can be done in a number of ways, which we cover in the webinar I told you about earlier.

In fact, this is what most of the webinar will do. After all, by the time your prospect join your webinar, most of them will already know that they have a problem and need it solved.

Your job is to convince them that YOU are the person to solve that problem to the point where they can't help but move forward with the solution you offer.

And once you've clearly demonstrated the problem they're having and why it's in their best interest to solve that problem, it's time to move onto...

Step #3:

OFFER A Unique Solution

In this step, you're simply offering a "no-brainer" offer to fix the problem they're having.

Now, this might seem easy.

You might be thinking that if you offer to solve a problem they're having, they should say yes.

Except that's not how it works.

The problem is, they're INUNDATED with offers to solve that same problem. If you want to successfully sell more of your products/services, you must offer a UNIQUE solution to the problem they're having.

In my free training workshop, I discuss the "trifecta" of a perfect offer.

It includes...

- **The offer (the "what")** - This consists of exactly what they get, the guarantee, price, how it all works, etc.
- **The market (the "who")** - This simply consists of who you're presenting your opportunity to. After all, the best offer in the history of the world, presented to the wrong person, will fail.
- **The timing (the "when")** - This consists of the timing in the marketplace. We've all seen products/services who failed because they were either too early, or too late, to market.

If you NAIL all 3 of these points, you're well on your way to a successful webinar and the ability to finally scale your business.

You might even think you're done.

But you've actually just begun!

Because the next step is...

Step #4:

EVALUATE The Results

THIS is the step that crushes most people.

They spend weeks... months... sometimes even YEARS putting together a new marketing campaign.

They launched it – and it fails.

AND THEY MOVE ONTO THE NEXT THING IMMEDIATELY!

Ugh.

Don't be “that guy” ;)

Instead, understand that when you launch something for the first time, it's the worst it will ever be. Don't expect things to be perfect right off the bat. In the beginning, you're only going off your assumptions, which will be tested and (mainly) proven wrong.

The name of the game with marketing is to launch it, EVALUATE the results using several key metrics, and then make improvements to each metric.

If you're listening to other marketers who only tell you the good side of things, and promise you outlandish results from the get-go... **RUN AWAY AS FAST AS YOU CAN.**

False hope will destroy your ability to run a successful business.

Anyway, here are the metrics you should be watching when it comes to webinars...

1. CTR rate (for paid traffic such as Facebook)
2. Attendance rate
3. Registration rate
4. Stick/engagement rate
5. Purchase rate
 1. For service providers, this would be “application rate” followed by “phone close rate”

That's it!

You simply start from the top and work your way down.

And once you have your funnel where it's doing “OK” (which might be right out of the gate, or after a few weeks/months of tweaking) you move onto...

Step #5:

MAXIMIZE The Funnel

The next step, once you know where you stand with your metrics, is to maximize the funnel so you can maximize your ROI and prepare for paid traffic.

NOTE: If it's already profitable via paid traffic, awesome! Keep that going while you continue to maximize your ROI.

Now, maximizing your funnel is going to be different for everyone. For example, an information product webinar funnel looks much different than one selling a service. You'll be looking at different areas to maximize, based on...

1. What's working well, and what's not
2. What resources you have available
3. What your goals are

So rather than walk you through the various ways you can maximize your funnel (we cover that in the training workshop), I want you to think of it this way.

Take a step back and break down your funnel from top to bottom. Imagine it as a BUCKET that was recently shot with a shotgun.

Theoretically, once a lead comes into your funnel, they should NEVER leave. If someone were able to create "the perfect sales funnel", theoretically no lead should ever unsubscribe, forget about them, or be worth any less than the maximum value per lead.

Obviously, it's impossible to do that. There is no "perfect sales funnel".

But that doesn't mean we can't strive for the best sales funnel possible!

So go through your sales funnel and look for ANY weak area where someone can disengage, get bored, and leave. Then go back through it again specifically looking for opportunities to make additional offers (for example, adding an upsell after someone buys, or adding an offer to a thank you page if it would be relevant).

Simple enough right?

VERY few people do this.

I know, because I've generated an additional \$50 MILLION for my clients – most in the \$500k - \$10MM range, who weren't doing it either :)

And once you've done this, it's time to...

Step #6:

SCALE Your Business

This is the stage where your ROI is already at an acceptable level and your business is ready to scale the number of customers/clients you can handle.

At this point, you want to focus AWAY from...

1. Guest blog posts
2. Podcast interviews
3. Other time-based but free methods of traffic generation

And TOWARDS...

1. Paid traffic (Facebook, Google, Youtube, Display Ads, etc.)
2. Joint ventures
3. Other money-based methods of traffic generation that require little time

You want to do this SLOWLY. Don't try going from \$50/day in ad spend to \$4,000/day in a week or two. What you'll notice is that the higher you scale, the tighter your ROI will get. At least in most cases.

And that's about it!

Now look, if you liked this report and want to go into WAY more depth on each of these 6 steps... I put together a FREE, extremely valuable training workshop for you.

We'll cover how you can put together your own automated webinar in the easiest, fastest, most effective way possible (using these 6 steps) so you can finally STOP chasing clients and have an automated, reliable new stream of revenue.

I'm not going to promise you miracles, like most people.

What I will promise you is that if you sell something that's \$500+, having an automated webinar is THE most effective way to sell whatever it is that you sell. By leaps and bounds.

If that sounds cool, just go here...

<http://www.JeremyReeves.com/htff-webinar>

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