



NAMS

Novice to Advanced Marketing System

GET MORE PEOPLE ON YOUR WEBINARS

TEXTBOOK



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Introduction

You will learn successful strategies that will help you attract the right people on your webinars. They will appreciate your solutions and be ready to buy.

What is the main reason that makes you attend a webinar? Afterall, you have to register to attend, block time off on your sacred calendar to attend? How many of those webinars cover topics you just CAN'T miss, no matter what?

Think about the best webinar you have attended. What made it the best? Did it provide a powerful solution or provide value beyond the typical webinar? The online world is crowded with webinars everywhere. Your webinar has to really deliver priceless-in-value to stand out and get an audience to attend.

Step 1: Make Your Topic Irresistible

The most in-demand webinar topics come from where your ideal attendee is actively looking for help. Pay attention to what questions and problems you see in forums, groups and blog comments. These are topics that you can create a webinar around and really deliver what they need.

Find Your Unique Selling Point (USP)

Your USP is something that nobody in your area of expertise is providing. When you tap into what they need with high-value, audience-attracting webinars, you may find yourself becoming the go-to person in your niche.

Avoid the Traditional Webinar Format

Want an insider's tip to stand out as an expert in your niche? Don't follow the traditional marketing model that tells people the 'what' and 'why' without adding the 'how to'. The idea is that people are more eager to attend a 'how to' webinar with the expectation of your promise giving them something to

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solve their need. By the end of your webinar, they will be primed to buy whatever your webinar promotes.

Keep in mind that people attend webinars to learn something. What can you teach? What priceless information can you add? What 'how to' can you share that they will be excited about?

Find Your Hot Topic

If you are challenged in choosing the topic, you can do a little research to find what people in your niche are looking for. Review your client notes to see what topics come up over and over. What were able to do to solve this? What questions did you get them to answer for themselves?

Google is a great tool to use. You can run searches involving the keyword 'how to'. You'll get a dropdown list of recent searches. Granted, most of them will be rejected as irrelevant, however, you can find some topics that there is a demand for those topics. If people are actively searching for it, it reveals something you could use as your webinar topic.

Add more value to that topic and check out your social groups and forums for discussions and questions. Knowing what their need is will help you attract the right people to your webinar.

It all begins with a high value, in demand topic. If you add perfect timing, with a 'how to' approach with your USP, you can confidently attract the right person who is ready to buy whatever you have to offer.

Step 2: Who Do You Know?

Sometimes when you are new, it may seem challenging to attract an audience. If you can interview someone or get a co-host to do your webinar with you, you can find people willing to do that if your message and topic is something their audience would be interested in attending.

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Answer these questions to guide you approaching someone to participate on your webinar:

- Who do you follow and interact with on social media?
- Whose courses have you taken?
- Are you an affiliate?
- Have you promoted them lately?

You may also consider asking your coach or mentor.

Regardless of who you ask, provide an incentive to them for their time and participation. Be prepared for questions about that.

- Do you have a large or respectable list of subscribers?
- Is your webinar set to have them promote their upcoming course, book launch or product?
- Do you both have a powerful, mutual goal?
- Do you have a specific promo plan to spread the word about your webinar?
- Is your website and social presence professional, polished and focused?
- Will they be able to use and rebrand your webinar recording?
- Do you have a value-rich bonus you can offer exclusively to your potential guest's own specific audience?

All of these things matter to your guest. Answer these questions before you approach them. Write individual invitations tailored to each expert. Let them know the biggest 'lure' up front. For example, tell them how you promote aggressively or that their audience will receive access to your recent video course just for signing up for the webinar – or whatever you want to offer them.

Of course, let your expert know what's in it for them right away. Don't ask at the last minute.

Finally, make sure that your audience will love your guest, but also your guest's audience will love you too.

Step 3: Include a High-Value Bonus Gift

Once you have completed creating your webinar presentation, put some thought about a bonus or gift for registering. This doesn't need to be something you create right then. Look at things you already have created and see how you can tweak it. It can be something as simple as a template or checklist that compliments your offer.

Use Your Gift for More Leverage

Instead of telling your potential attendees about your gift, tell them how it will help them. State a clear goal not just for your webinar, but for your gift too.

The gift must enhance what you teach in your webinar. It should be something that aligns with your teaching your attendees.

Your co-host or guest may want to contribute a gift as well. It's vital that their gift aligns with what the webinar topic is.

Step 4: Create a Registration Page that Converts

While all steps in building and creating are important, the registration page is vital to attract visitors to your webinar.

Your message needs to be extremely clear to the reader. Its only focus is to get people to register for your webinar. Therefore, you should not have any distraction on the page, especially any other calls to action.

Concentrate on the five elements: what, who, why, when and where.

Before writing the content, answer these specific questions:

1. **What** your webinar will show attendees how to do
2. **Who** is going to benefit from learning this
3. **Why** they need to learn it
4. **When** the webinar will take place (and how long it's going to be available)

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5. **Where** they can sign up

Some registration pages are extremely simple, consistently have the information 'above the fold'. Some require you to scroll down and learn more after you've hooked them with the what, who and when.

Make sure you impact them with a powerful hook.

Up the Stakes

Many people use a short video on a registration page, that should be just under 30 seconds. Tell them why they need to attend your webinar. A video helps people to connect with you on a more personal level. They see your face, see your warmth, directness and personality. By the time your video ends, you are no longer a 'name'. You can approach your video as a 'validation video'. It shows your authenticity and reinforces your 'why' and 'who's it for'.

The same video on social media to direct people to your registration page.

Finally, think about making your registration page interactive. Require registrants to click on something or 'add' something – and promise to follow up with a reward.

For example, "Click here to get the replay" or "Thank you for registering. Download the 'Seven Points Workbook' so you get the most of this webinar.

Step 5: Create a Strong Promotion & Follow-up

Use a checklist and create a detailed plan for promotion and follow-up from the beginning until after the webinar. Your promo efforts will be cohesive and professional.

While many people focus on the promotion, using social media, blog posts letting people know why they need to attend the webinar, they drop the ball with follow-through.

In your promo emails and registration pages, tell people what they need to do at least twice. For example, add 'sign up here' in the middle of your emails as well as at the end or PS section of your signature. Find other opportunities to offer your webinar registration link to build attendance.

Your follow-up should begin immediately once your ideal attendee registers. Create a strong follow-up from the confirmation email and Thank You page.

An example of a confirmation email that includes the following elements:

What to expect: a reminder email the day of the webinar plus instructions, as well as a reminder the day before.

What else the registrant can do: set an alarm or reminder on their phone or calendar.

Talks about the bonus: and how to get it and use it.

Don't just confirm in your post-registration and emails – remind them they made a great decision. Remind them why they need your webinar and that they made the right choice.

Plan and release strategically timed social media reminder posts.

Boost those posts with relevant image and even short videos. Don't use predictable graphics such as the blog post screenshot with your link and a formal shot of your registration page. Create a bright, bold infographic of your key hook point or points. Include a photo conveying the emotion, if your webinar deals with high-stake emotions.

If you are running a webinar on generating more traffic – a cut-and-dried business subject, right? Ask yourself the emotion your ideal audience is feeling about generating more traffic.

Is she a successful businesswoman who wants to cement her place in her niche? Create a graphic that represents someone experiencing success.

Perhaps she is a new business owner wanting to build a list. Tap into a fear-based emotion instead and select a photo that creates isolation and loneliness.

Intertwine your cut-and-dried informational posts that catch attention and surprise. Ones that say or show something relevant that your ideal attendee would not expect to see. Something that taps into their needs or emotions.

Time your social posts to reinforce your blog posts and other social platforms, plus your email sequences. If your email was overlooked, seeing your posts on social media, they can act as a reminder about your webinar.

Remember that your registrant may not have opened or clicked through your email because it caught them at the wrong time, or when it's buried in an inbox with 30 other emails. This is why your subject line is very clear so it increases the chance of it being opened.

If you have a co-host or guest on your webinar, pay as much attention to promoting their involvement as you do to the importance of your webinar. Begin on the registration page and include/showcase your guest in every post or email.

Just when you think you got everything to promote and follow-up, look at your checklist and promo schedule again. Look at other strategies that could work for you.

Have fun – create a hashtag for your event, pairing it with another powerful hashtag that helps connect Twitter and your other social media platforms to attract even more qualified attendees.

Step 6: Your email Marketing Strategy

In follow up emails, don't just remind the registrar about the event.

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Don't forget to email and invite your exiting list.

Include specific reminders – a different one per email. – about:

- ❖ The irresistible bonus gift they will be able to receive at the webinar or 'download right now'.
- ❖ Why they need your webinar (timing, exclusivity, etc.)
- ❖ Webinar limited replay access
- ❖ How many seats are available
- ❖ Telling them they can invite friends and colleagues to the webinar
- ❖ A webinar hashtag they can share with their friends
- ❖ A specific benefit or insider tip they will learn on the webinar

Remember to focus on the 'why' in each email. Remind them why your webinar is beneficial for them. Plan your strategy and pay attention to any activity happening on social media and interact and respond in a timely manner.

Think about your webinar's timing, value and audience. What can you say about its value? When are there well-timed, natural opportunities to talk about it?

What will be important enough to your ideal registrant to make her open your email?

That ties directly into your email **subject lines**.

Keep subject lines clear and to the point.

Decide with each email that your best subject line strategy will let your subscriber know exactly what it is about. (For example: "Free Video Script Template"). You can also use an attention grabber by using the terms that create curiosity or tap into an emotion, such as stress or frustration.

Another approach is making a promise, such as "How to get quality reviews – read about it now".

You can test giving the answer inside the email or sending to your subscriber to a linked page or post.

Track your emails to see which approach works for you.

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Strong email marketing series can include:

- Confirmations
- Requests to share the news (with a reason to do so)
- Pre-webinar surveys
- Regular reminders
- Count-down emails
- More news/tips on the webinar topic with a reminder link
- Follow-up reminders
- Checklist or downloadable workbook for webinar

Don't neglect your list! It's always easier to sell to people who have already emotionally or financially invested in you.

Step 7: Network Your Webinar

Think about the many places and ways you can share about your webinar. Who are your ideal attendees?

Blog Posts

Mix it up a bit and have fun. Create your articles with a purpose. Use graphics, embed a short video, have a small survey, or audio files. Ask a question and provide a reward for the correct answer.

Have one clear focus and call to action per post. Don't get distracted and don't distract your reader. Focus on the benefits of attending your amazing webinar.

Always end with a clear call to action (CTA). Be creative. Now is a good time to ask them to share your post or invite others to attend your webinar. Have a big, colorful vibrant button.

The one strategy to maximize is to write about your webinar after it is over. Share the recording link and allow people to download your slides.

Some other approaches to use after the webinar include:

- An interactive element (embed of audio recording)
- Share the webinar hashtag

- Have a new call to action

Build your social media post based on your existing relationships, make consistent, interacting posts, follow the experts in your niche as well as other groups you belong to. Make sure you don't spam or violate group rules.

Co-hosts and guests are important in networking your webinar. Create material to use on their various platforms to make it easier on them to promote to their audience.

Some materials to provide include:

- Infographics
- Ads
- Guest Posts for their blog
- Buttons
- Special post just for their list
- Gifts for their subscribers

Make sure that you are staying in contact with your guest up until the live webinar.

Take advantage of re-using the promo materials for your guest to use by allowing affiliates to help promote your webinar. Create more resources, private groups and contests for your affiliates.

Recognize and acknowledge your co-hosts, guests, subscribers and affiliates. Expressing authentic praise and thanks go such a long way to develop loyalty and being connected.

Your webinar is a wonderful event beyond promoting your newest program or product. It's a way to build and nurture new relationships. Use this opportunity to grow your reputation and reach while make new friends and partners along the way.