

The \$1 Million Webinar Cheat Sheet

By Michael Cheney
(multi-millionaire marketer
running internet business since
the year 2000)

Firstly, don't be alarmed at the lack of formatting, images or "funky" stuff here.

This cheat sheet is all meat, let's get started;

#1. The Foolproof 9-Step Method For Creating Irresistible Webinars Which Puts Thousands of Dollars In Your Pocket (99% of marketers running webinars don't even know this method exists which is why they die broke and frustrated)

Don't even start to create a webinar until you've got a powerful story and angle for it. This means something which is going to get people's hearts' racing.

Here's some questions you can answer to come up with a hot-selling angle;

1. What is the biggest pain point of people in your market?
2. What keeps people awake at night in your market?
3. What one secret would they most want to know?
4. What thing really annoys them about the industry?
5. What are they always talking about?
6. What are some of the biggest gripes in forums for your niche?
7. What is their "magic wand" solution which would solve everything?
8. What one skill or knowledge do they feel would make everything easier?
9. What are they all secretly looking for?

#2. The Hollywood Secret Which Turns Any Webinar Into a Bank-Bulging Blockbuster (You need to know this before you even plan a webinar and it has nothing to do with movies,

presenting or what you say on the webinar)

This is all-important.

Some of the best-grossing movies of all-time started to get momentum solely because of their titles.

Great movies with bad titles bomb.

Bad movies with great titles mainly do pretty well.

It's like the subject line of your email or headline in your salesletter.

Use things like;

How to Do XYZ Without ABC

The Quickest Way to Do XYZ Even If You're An ABC

7 Deadly X's You Must Avoid

Uncensored And Little-Known Secrets of ABC Finally Revealed

Curiosity is a big sales driver. It is also going to get you more registrants and attendees than revealing everything they are going to learn in your promotions.

#3. The "Second Date" Method Which Woos Webinar Attendees Into Throwing Their Wallets at Your Feet (Many top marketers profess to be using this but they're getting it dead wrong. Here's the right way to do this which can double your earnings from every webinar.)

Even though you've not even done your webinar at this point you need to be thinking about what is going to happen afterwards.

The webinar is like the first date - it's all razzamatazz and you're on your best behaviour.

No matter how it goes attendees (or those who registered but didn't attend) will have formed an opinion about you.

The trick now is to keep the momentum going with a "second date".

Don't let the romance die.

You will want a replay made available to attendees and also anyone else you can send to the webinar.

Pay particular attention to the post-webinar emails you can send out.

It's critical you get both attendees and non-attendees to go back and watch the webinar.

Here's a couple of ideas for you on how to do that;

My \$117K Webinar Message Templates which show you word-for-word exactly what you should say to people to get people to buy from you (use these simple copy and paste templates and you can easily double or triple your earnings from every webinar you do)

TO ATTENDEES

SUBJECT: Just checking in about last night

Just checking in to see how you enjoyed the webinar last night?

If you missed anything you can watch the full replay here;

[LINK]

TO NON-ATTENDEES

SUBJECT: Everything okay?

I was checking my dashboard today and see you registered for yesterday's webinar but weren't able to attend - hope everything's ok. (I know life gets in the way sometimes).

Anyhoo - you can catch the warts and all replay here at your leisure;

[LINK]

These are great email templates to use for people who registered (and did or didn't attend). For people who didn't even register you want to send them more promotional messages of course to get them to watch the replay.

#4. Blow-by-blow Account of What You Need To Do, and When, to Get a Landslide of Registrations (I've run hundreds of webinars over the years and have tested tirelessly to find the best process. And here it is for you all laid out in black and white.)

The biggest mistake I see people make with webinars is not sending enough messages BEFORE the webinar to get people to attend or AFTER the webinar to get people to watch the replay.

Typically what I will do is this (if the Webinar is on a Wednesday at 7pm EST);

Monday - 2 emails (10am EST and 3pm EST)

Tuesday - 2 emails (11am EST and 7pm EST)

Wednesday - 4 emails (8am EST, 12pm EST, 4pm EST, 6pm EST)

Thursday - 2 emails to the replay

Friday - 2 emails to the replay

Saturday - 3 emails to the replay

Sunday - 4 emails to the replay

#5. The Harry Potter Profit Method Which Has Webinar Attendees Falling Under Your "Money Spell" Powerless to Resist Your Pitch (This hyper-profitable method - unused by anyone else in the industry - is powerful and like all "magic" should only be used for good).

The character Ron Weasley in Harry Potter is played by Rupert Grint. Now in a documentary about superfans I saw recently Rupert was interviewed.

He was talking about how personal he gets with his fans, how he can never say no and how he often ends up going to their houses for parties, dinners and just hanging out with them.

Not your typical A-class Hollywood celebrity.

But being super personal like this one on one with his fans means they love him even more.

I'm not talking about giving into their every whim and desire.

Just adopting a more personal approach to how you reach out to them after the webinar;

I've not seen anyone else doing this but they should because it's made me a LOT of money.

You want to take a note of the email addresses of people who ask certain questions on the webinar and get back to them personally via a real personal email after the webinar.

You can close a lot of people into the sale of your offer this way because they see you are real and taking the extra step to connect with them.

You can get people's email address by tallying their name to your autoresponder list for the particular webinar or just getting them to enter their email address when they ask a question. Depending on how you set up the webinar this info may be visible to you.

When reaching out to people personally like this after the webinar you can reference their specific issue, concern or desire accordingly and emphasize the offer benefits and scarcity etc.

#6. The Little-Known "Rambo" Method To Getting Ludicrously High Attendance Rates and Sky-High Sales (Master this - it's easy - and you'll enjoy attendance rates twice or even three times the industry average which means: 2 to 3 times more moolah in your pocket.)

This all comes down to execution.

Regardless of the "weapons" available to you, you need to use

them all simultaneously and go "Rambo" on this - all guns blazing and fighting on all fronts.

Refer back to the earlier part about getting your angle and story right for this webinar.

Simultaneously stir pain, hint at solution and desire and drive their curiosity with powerful bullets.

Then engage all your weapons.

Create videos about why they need to attend the webinar.

Put these on YouTube, your blog, Facebook, tweet about them and email them out.

Write at least a 10-email strong email campaign driving people to the webinar registration page.

Duplicate this to be used on Facebook for the same purposes.

Write 10 unique Tweets you can post on Twitter to drive people to the webinar.

Treat this as a big product launch and you will get the registrations and attendance you crave.

Registrations do not equal sales.

Your job at this point is only 5% done.

You now need to keep promoting to these guys about WHY they should show up.

Drip feed more curiosity-creating content to signups via the autoresponder you have built.

Create a real sense of excitement, anticipation and countdown to "the big event" as the day gets closer.

Create the webinar system reminders (keep them short and to the point) but also continue to broadcast live to your entire list and include the registration link in case existing registrants have lost the original email.

[This is especially important to do in the broadcast going out to everyone an hour before the webinar is due to start]

#7. The Alice in Wonderland Method for Multiplying Your Post-Webinar Sales by Five Times Without Using a Replay (This

sounds bizarre and quite frankly - it is. I'm so glad I invented this one because it's single-handedly been responsible for well over \$100k in sales for me. Now it's yours.)

Alice had to shrink down to go to Wonderland.

And that's what you need to do with your webinar replay.

Allow me to explain;

People will sit through more live than they ever will on a replay.

So if your webinar went great (but long) think about recording a separate video for use as the replay.

I've done this to great effect (often making more from this than on the webinar) when you have a webinar replay which goes longer than 90 minutes.

People just won't sit through that if it's not live.

So the key is to communicate this to people;

"The webinar went on so long the replay file was too big / I've recorded an accelerated version of the training for you here"

And the key is to preface this version with a to-camera piece where you explain what's going on before diving into the slides, presentation and offer.

You then just record yourself going through the presentation at a rate of knots without the umms, ahhs, questions and pauses that were present on the live event. You should aim to make this video around 1/3 the length of the original event for maximum impact.

#8. Don't Forget The Webinar Itself

Always, always, always have a webinar-only deal for people who are there live.

You want to have bonuses available for whatever you're selling (for everyone).

But you also want something extra special for the action takers who turn up for the webinar itself.

This will push them over the edge.

Particularly if you use an on-screen countdown.

Just make sure you tell people it's only for live attendees.

Okay peeps, that's it.

Now go apply all this and enjoy all the glory and profit!

I wish you the greatest of success!



Michael Cheney