

A 3D rendering of a rocket launching from the Earth. The rocket is white with a red band and is angled upwards. Bright flames and smoke are visible at the base. The background is a dark blue space with stars and a faint map of the Earth.

Get Wildly Wealthy With Webinars!

Using Webinars To Get...
More Leads

More Customers

More Sales

To Skyrocket Your Business!

Stephen and Kerry Beck

www.WildlyWealthyWebinars.com

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What We Will Cover Today...

- The 3 ways to grow your business ...and how webinars can be a huge part of that growth
- How webinars can explode the size of your list ...and make you a magnet for the Big Fish in your niche!
- Our 6-step SECRET Formula for creating multi-media information products in less than 8 hours!
- How you can instantly double your sales conversions ...just by using this simple tool

What We Will Cover Today...

- Our SECRET STRATEGY for charging higher prices for the same effort, thus increasing the value of each and every customer...
- How you can entertain and educate your customers while making a great living following your passion!
- Are you ready?



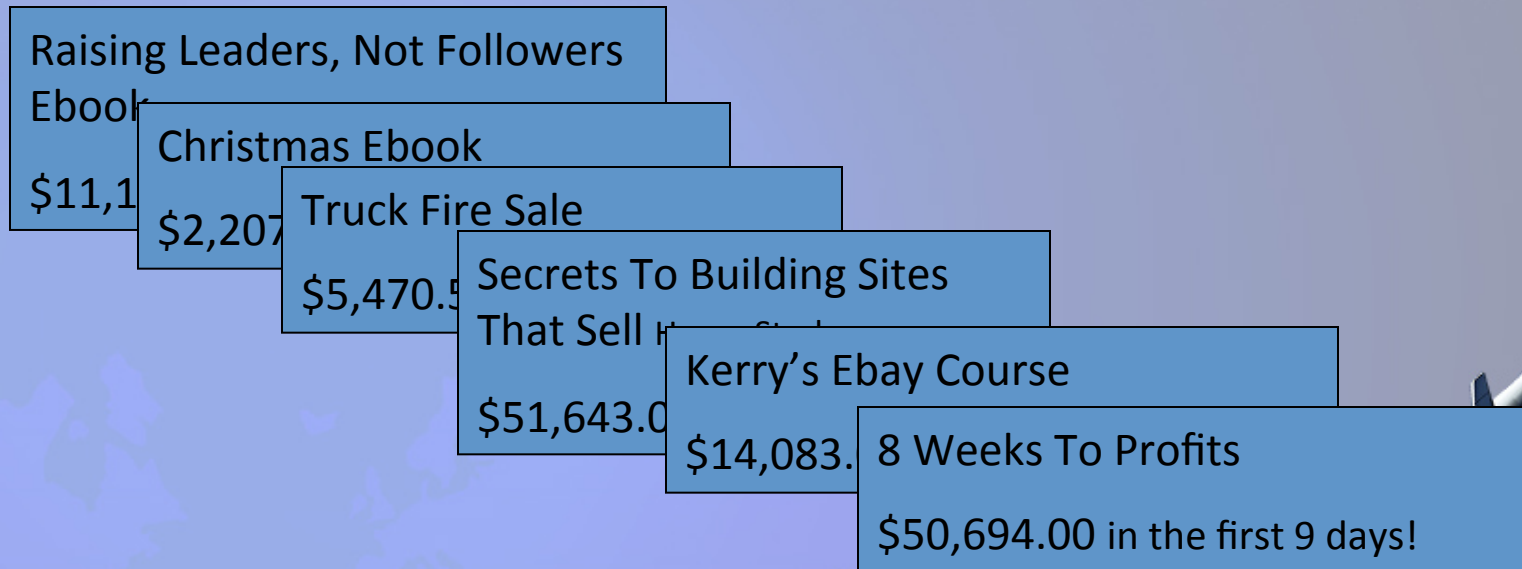
Webinars vs Teleseminars

- Like a teleseminar except your audience can SEE your screen and HEAR your voice – like “show and tell”
- Normally powerpoint presentation
 - powerpoint, video, surfed the web
- Cool features:
 - Polls
 - Exit survey: who attended, what questions they had, testimonials
- More control than teleseminars
- More “perceived value” than teleseminars



Life Before Webinars

- Ran a remodeling company for 20 years
- Decided to attend seminary
- Turned to the Internet to make money (after 40!)



Life After Webinars!

- ✓ My very first webinar...\$12,166.00 Follow up: An additional \$16,800.00
- ✓ Webinars allowed me to make a Six-Figure Income in my PART time while I was attending seminary!
- ✓ Webinars put 200 people into a \$97 monthly continuity membership
- ✓ Webinars helped me sell 6 spots in my apprentice program at \$15,000 per year (\$90,000)
- ✓ Webinars doubled, then tripled my business revenue over the past 3 years
- ✓ Webinars doubled, then tripled my email list over the past 3 years
- ✓ Generated over \$100, 893.00 from ONE webinar
- ✓ Built a loyal following of over 15,000 people ready to take action on my next webinar
- ✓ Sales conversions at 10% on the low end and 30% on the high end



Only 3 Ways To Grow A Business...

- More leads
 - You need a way to attract more prospects and you need a way to do that month in and month out
- More customers
 - You need to increase the percentage of prospects that turn into BUYING customers
- Higher sales transactions
 - You need to increase the amount that each customer is spending with you (and the frequency they are buying from you)





More Leads

Webinars can get you in
front of more prospects...

And more prospects = more customers!

Webinars Are Your Competitive Advantage!

- Webinars are an effective and economical way to communicate with hundreds of people at the same time, regardless of location, and tell them about your products and services
- No travel costs for you or your prospects
- You can present your products and services “one-to-many”



Webinars Are A BIG FISH Magnet!

- Webinars are attractive to BIG FISH in your niche
 - Perry Belcher: webinar, not static web pages
 - Doing webinars will make YOU the ROCK STAR in your niche
 - Big Fish will seek you out – they want to use this technology
 - And you will attract many smaller fish as well
- Landing the Big One!
 - 2010 Bill Glazer/Dan Kennedy Info Summit
 - 2011 Yanik Silver's Underground Seminar



Webinars Will Build Your List

- Every time you send people to your webinar registration page, **you are building your email list**
- Even if you don't sell one thing on your webinar, you are coming out ahead!
- Proof?
 - Valerie Young: 1016 new subscribers
 - Bernadette Doyle: 423 new subscribers
 - Perry Lawrence: 285 new subscribers
 - Paul Evans: 223 new subscribers
 - Jeff Herring: 395 new subscribers
 - College Plus: 1006 new subscribers



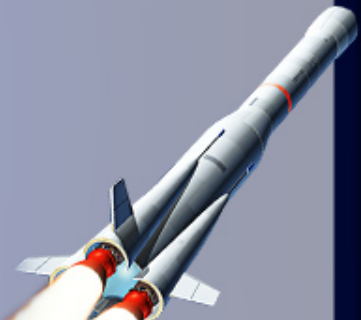
Webinars Get People To “Optin”

- Webinars are the best “ethical bribe” for a squeeze page or email capture box
- Webinars work great in an article resource box
- Webinars are the **BOMB** on social media
 - Twitter
 - Facebook
 - Linked In
 - Tumblr
 - Weebly



One Click Tool

- Signup CONFUSION vs. **Signup BLISS!**
- <http://www.OneClickTool.com>





✓ More Leads
More Customers



More Leads
~~More Customers~~
More Products

More Products!

“People who make the most money are the most prolific - the ones who create the most products!”

“Last week I added product #123 to my Turbulence Training Clickbank account. Plus, I have 3 other fitness websites that sell product, as well internet business coaching and other products.

This gives me almost 150 entry points into "my world", where I can continue to build powerful relationships with my new clients and friends.

Contrast that to a business that revolves around just one product.

Unless you miraculously crack the Adwords code, being a prolific product provider will CRUSH a single product business every time.”

Craig Ballantyne, Turbulence Training



Are You Creating Products?

- You have knowledge in your head that others would pay dearly for!
- Can you save someone time? Can you save someone money? Can you save someone frustration? Then you can create a profitable product!
- And this is highly leveraged income! **Put in the effort ONE time and get paid over and over and over!**
- Information products are **complimentary** to what you're already doing!



No Expert Zone!



**Do you want to know my
6-STEP SECRET FORMULA
for creating a high-end,
multi-media information product
in less than 8 hours?**



Super Easy Product Creation

(For those who don't have a product ...or want to create a new one!)

1. Invite your target audience to a FREE 60-minute webinar with really good content
2. At the end say, "I can only scratch the surface here in a 60-minute webinar, but I have a resource for you..."
3. Offer them a live 4-part webinar class that will give them all the details they need to be successful (This one is PAID)
 - "The class starts next week at this same time"
4. Record the live class and create a home study course (Never EVER do the live class EVER again!)



Super Easy Product Creation

(For those who don't have a product ...or want to create a new one!)

5. Continue the SAME free promotional webinar with other JV partners (but NEVER do the live webinar class again)!
6. Build your email list and make money EVERY TIME you do the FREE promotional webinar!

My Results From This Method

- Live 4-Part Webinar Class
 - (41 people @ \$997) ...\$38,883.00 in one week!
 - Now I sell the recordings of that class as a home study course!
- Why I LOVE this method...
 - Use the free webinar as a test before you create the class
 - Let the market tell you if this will be profitable or not!
 - Save time, money, pain and frustration!
 - Get paid to create the 4-part webinar class
 - People absolutely love live classes with Q&A
 - Sell the recording of the live class over and over and over!
 - There is no limit to how many products you can create using this method!



Success with the “Live Webinar Class” Method



Dan Baumann, ChiefExperts.com

“After taking your course, had 332 on the webinar at one time **(the avg before was 22!)** As soon as the webinar was over, I had sales!”

“With any luck I’ll generate at least \$20K from this!”

“Thank you – The money I spent with you was **by far the best money I’ve ever invested in any educational program.** Your format and the email templates made it all possible and they really work!”

PS...He actually made \$27,604.00 on his **FIRST** webinar after getting my course!





More Leads



More Products

More Customers

Webinars dramatically increase the %
of leads that turn into customers

Webinars Are Conversion Machines!



Peter Woodhead www.MillionDollarPublisher.com

“My Webinars have converted at 30%+”

“Getting folk to mail out for you is good. Hosting teleseminars is great. But the absolute conversion tool is webinars.

A mail shot may convert at 3%, or a bit more if you're lucky (more likely 1% or less) but by hosting webinars I have converted at more than 30% and never less than 10%.

All I do is log in on the day and present the webinar. What could be simpler?”



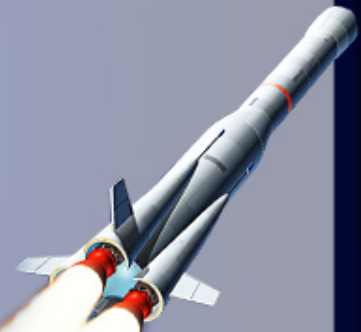
Why Webinars Work

- Webinars make it easy to GRAB their attention and KEEP it as long as necessary to make the sale
- Webinars convey information to people in the way they are used to receiving it
- Webinars are great for complicated sales
 - Information products, life coaching, health products, real estate strategies, business breakthroughs, removing barriers, etc.



Webinars Are Events!

- Webinars vs Videos
- There must be a reward for buying now
- But more importantly, there must be a consequence for NOT buying now ...why buy now as opposed to...
- You **MUST** create scarcity
 - Time (“on Thursday, the price goes up...”)
 - Quantity (“only 10 seats left, hurry while there’s still...”)
 - Exclusivity (“only the first 15 will receive...”)



Webinars Are Events!

- Events are perfect for creating scarcity
- And Webinars are the easiest and most cost effective way to create events.



Webinars Are Great For Selling Services

- Educate them on how to choose a qualified professional, then meet all of those qualifications
- Explain the hard, slow way in excruciating detail, then remove that burden by offering a “done for you” service
- Take the “unknown” out of using your service by demonstrating it on the Webinar (chiropractic services)
- Upsell other services to existing clients



Selling Services With Webinars



David White WebOptimizer.com

“Thanks to your webinar training, we signed up a total of 22 new clients. Each client generated about \$150 each per month, so that's an **additional \$3300 per month.**”

So our plan is to use webinars at the heart of the promotion to **generate \$1M+ of sales within 12 months of taking the webinar workshop.**”





- ✓ More Leads
- ✓ More Products
- ✓ More Customers

More Sales

Webinars can increase the amount clients spend with you and the frequency they buy from you

The Magic of Higher Profit Margins

- Hard to make \$1,000,000 selling \$27 products
 - $\$1,000,000 / \$27 = 37,307$ sales
 - $\$1,000,000 / (\$27 + \$497 + \$2000) = 396$ sales!
- Higher priced products require a smaller email list
 - 37,307 sales @ 3% conversion require 1,234,568 emails
 - 396 sales @ 3% conversion require only 13,200 emails
- Higher priced products attract better customers
- Higher priced products attract bigger affiliates and JV's

Selling Higher Ticket Items

- To stay in business, you must offer premium products or services
- Webinars can sell high-end multi-media products
- Webinars can sell high-end weekend workshops
- Webinars can sell high-end coaching
- Webinars can sell high-end MasterMind groups
- The “show and tell” aspect of webinars allow you to sell products with higher price points



My Question For You

- Are you looking for a way to sell more products and services?
- Would you like to sell higher priced products even in a down economy?
- Do you finally want to make some BIG MONEY in your online business? Not just chase pennies and nickels?
- Do you enjoy entertaining and educating people?
- So, what's stopping you from using webinars?!?

Is It The Fear Of Technology? Carrie Wilkerson



Is It Planning Your Sales Presentation? Perry Lawrence

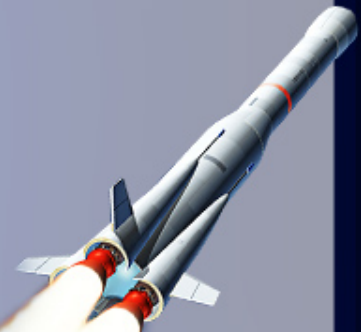


What else is stopping you?

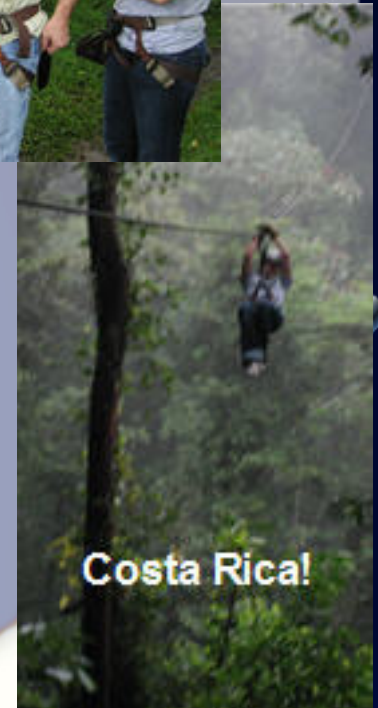
“Most people just don’t want happiness bad enough!”

Gary Vaynerchuk

How BIG is your WHY?



My "WHY" For Doing Webinars!



More "Why" For Webinars



Our Biggest Why!

- LoveNeverFailsInternational.org
- Compassion
- Mission Trips



A screenshot of the Compassion International website. The header includes navigation links: Home, My Account, Press Center, Employment, World Offices, Site Map, Contact Us, and a search bar. The main banner features the Compassion logo with the tagline "Releasing children from poverty in Jesus' name" and a photo of a young girl. Below the banner are navigation links: About Us, Sponsor A Child, Make A Contribution, Share Compassion, Child Advocacy, For Sponsors & Donors, Store, and Blog. The main content area is titled "Sponsor a Child Today" and includes a sub-header "Ways to Sponsor a Child" with links for "Browse All Child Photos", "Select a Child for Me", and "Search for a Child". There is also a "Helpful Information" section with links for "Financial Accountability Information", "Testimonials", "Photo Tours", and "Sponsorship FAQ". A "Search for a Child" section includes dropdown menus for "Country" (No Preference) and "Gender" (No Preference), and a "Age Range" field. The "Sponsor a Child Today" section contains a paragraph: "As you exchange letters, send photos and offer encouragement in Jesus' name, your love will bring hope to a child's fragile spirit that will last a lifetime. Sponsor a child today!" and a "Change a child's world" section with a paragraph: "Your tax-deductible contribution of just \$32 a month connects your child with a loving, church-based child sponsorship program that provides:". Below these are two rows of child photos with names and countries: Danny (Ecuador, Age: 8), Lara (Brazil, Age: 5), Beniyam (Ethiopia, Age: 5), Uwimana (Rwanda), José (Nicaragua), and Blanca (Mexico). A red ribbon icon is visible next to Beniyam and Uwimana. To the right of the photos is a paragraph: "Every photo shows a child who urgently needs a sponsor. Which child will you choose? When you choose to sponsor a child in need, you are linked with one particular child who will know your name, write to you, and treasure the thought that you care. He or she will pray for you daily and will write to you three times a year, whether you write or not."

What Is Your Why?

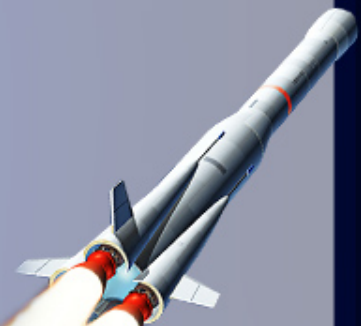
- Do you want a business where you can follow your passion and help others follow theirs?
- Do you want a business that allows you to work less and make more?
- Do you want a business that allows you to travel and see the world?
- Do you want a business that allows you to hang out with like-minded entrepreneurs?

...Then you need to consider using webinars in your
★ business!



Questions You May Have...

- What if I'm already doing another course?
- How do I find the time? I have a business to run!
 - Hint: If you have a list of busy professionals...
- Can I learn this on my own?



So, Avoid These Two BIG Mistakes!

Mistake #1 – Not using Webinars in your
online or offline business

Mistake #2 – Trying to do this on your own!

Let me take you by the hand and lead you
through that **SCARY** forest!



Announcing...

“Roadmap To Business Success” Workshop!



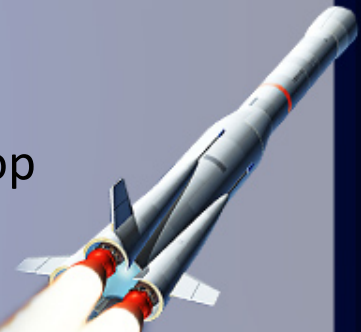
Reason We Put This Together...

- We are here to help you ...our promise to Yanik!
- Many people have a hard time turning ideas into action
 - This is an IMPLEMENTATION WORKSHOP!
 - Bring your laptop and roll up your sleeves!
- We will work individually with each of you during the workshop to help YOU create a killer sales presentation!
 - Webinars and Live Speaking!
 - You will have the confidence that your Sales Presentation makes you look great and makes people TAKE ACTION!



What's Included In The Workshop...

- 30-minute PRIVATE one-on-one call BEFORE the workshop so you can hit the ground running
- 3 days of intense training with breaks for “getting it done”
 - You will create your killer sales presentation at the workshop
 - We will work with you PERSONALLY to achieve the right balance of content and sales
 - This is my forte!
 - You will create all your web pages at the workshop
 - You will create all your invitation emails at the workshop



What's Included In The Workshop...

- Napoleon Hill – power of the mastermind
 - More than just a webinar workshop...
- Individual “hotseats”
- Group MasterMind
- Potential JV's at the workshop

What's Included In The Workshop...

- My CORE product “Get Wildly Wealthy with Webinars” - my home study course that includes all of the step-by-step videos to run and record your very own webinars.
 - How to brainstorm your presentation
 - How to craft a presentation that SELLS!
 - How to turn your presentation into a professional-looking PowerPoint
 - How to create an irresistible web page that makes people sign up for your Webinar
 - How to set up a Webinar account
 - How to run your own Webinars
 - How to fill your Webinars

My CORE product “Get Wildly Wealthy with Webinars”

- How to recruit JV’s to send their big lists to your Webinars
- How to record and edit your Webinars
- How to turn your Webinars into digital and physical products
- I ALSO show you **ADVANCED** strategies...
 - How to automate the whole process so Webinars run while you are gone!
 - Starting a Webinar business of your own
 - How to parlay Webinars into speaking opportunities

“Get Wildly Wealthy with Webinars” Home Study Course

- The ENTIRE Webinar Course on CD (Value \$1497)
- Virtual Assistant CD (Value \$300)
- Webinar Set-Up Checklist (Value \$50)
- Follow Up Strategies (Value \$300)
- Webinar Provider List (Value \$200)
- FREE Direct Mail Training (Value \$200)
- Niche Research Exercise (Value \$200)
- My custom script for reminding people of the webinar
- Web Page Templates ...To Get More Attendees! (Value \$200)
- Email Templates ...To Get More Sales! (Value \$200)
- PowerPoint Templates ...To Look More Professional! (Value \$200)

- That's my core product, "Get Wildly Wealthy with Webinars" Home Study Course
- It is INCLUDED in the "Roadmap To Business Success" Implementation Workshop!

Why Have A LIVE Workshop?

- No distractions!
 - No email
 - No phone calls
 - No kids pulling you away (both your children and your husband!)
- Get it done and finished!
- You will put a date on the calendar! Accountability!



After The Workshop – Bonuses!

- List Building Super Hero Interview Series (Value \$197)
 - Bill Glazer, Yanik Silver, Willie Crawford, Terry Dean, Jeff Herring, Paul Evans, Reed Floren, Paul Counts
 - Over 20 interviews with list buliding experts
- Fill My Webinar Home Study Course (Value \$497)
 - Over 10 hours of step by step videos on search engine and social media traffic
- Two emergency 911 calls



Why This, Why Now?

- Just think about who is using webinars now...
- Just think about what it is doing for their business...
- What is it costing you to NOT have an effective way to collect leads and convert them to sales?
- This workshop will work well with other programs and coaching you may currently be involved in
- In fact it will add a super-boost to what you are already doing!
- Pass out the forms



Option #1 - BEST DEAL Live Implementation Workshop!

- IMPLEMENTATION WORKSHOP – you will go home with your webinar presentation, promotional emails and web pages **DONE**. You are purchasing speed and assurance.
- Includes my CORE product “Get Wildly Wealthy with Webinars” (home study course) that includes all of the step-by-step videos to run and record your very own webinars!
- Bonus #1- List Building Super Hero Interview Series (Value \$197)
- Bonus #2 - Fill My Webinar Home Study Course (Value \$497)
- Bonus #3 - Two emergency 911 calls (Value \$500)
- **Only 12 SPOTS AVAILABLE for this workshop (Order forms will be numbered and only 12 accepted)**

Option #1 - BEST DEAL Live Implementation Workshop!

**Underground Special: 2 Easy Payments of \$1797
Or save \$597 with a single pay option of \$2997!**

May 6, 7 and 8

Austin, Texas

The Underground Guarantee! If you are not happy with the Workshop for any reason, tell me before the end of the first day of the workshop and I will cheerfully return your investment!



Start Making Money Right Away!



Receipts to our ministry are currently
\$8,123.00 from our first two webinars!

And we have 3 JVs lined up for round
two ...all from the day I spent with you
two!

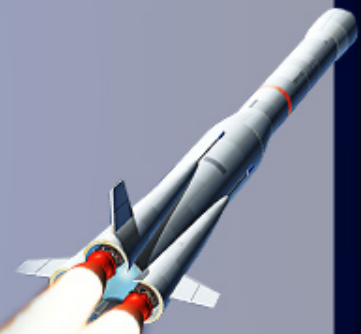
Thanks!!

Eddie and Alice Smith



Option #2 - For Those Who Prefer To Study At Home...

- My CORE product “Get Wildly Wealthy with Webinars” - my home study course that includes all of the step-by-step videos to run and record your very own webinars.
- All the email templates
- All the powerpoint templates
- All the web page templates
- Everything you need to run your own webinars!



Option #2 - For Those Who Prefer To Study At Home...

**Underground Special: 3 Easy Payments of \$397
Or save \$194 with a single pay option of \$997!**

The Underground Guarantee!
All products and resources can be returned for
full refund within 60 days of purchase.



2 Options For Getting Started

- Speed
- Accountability
- My expertise crafting your presentation

Roadmap To Business Success Implementation Workshop

Includes the Home Study Course!
Includes Bonuses!

Warning: Only 12 SPOTS AVAILABLE
for this workshop
(Order forms will be numbered)

- Economy
- Convenience

Wildly Wealthy Webinars Home Study Course

