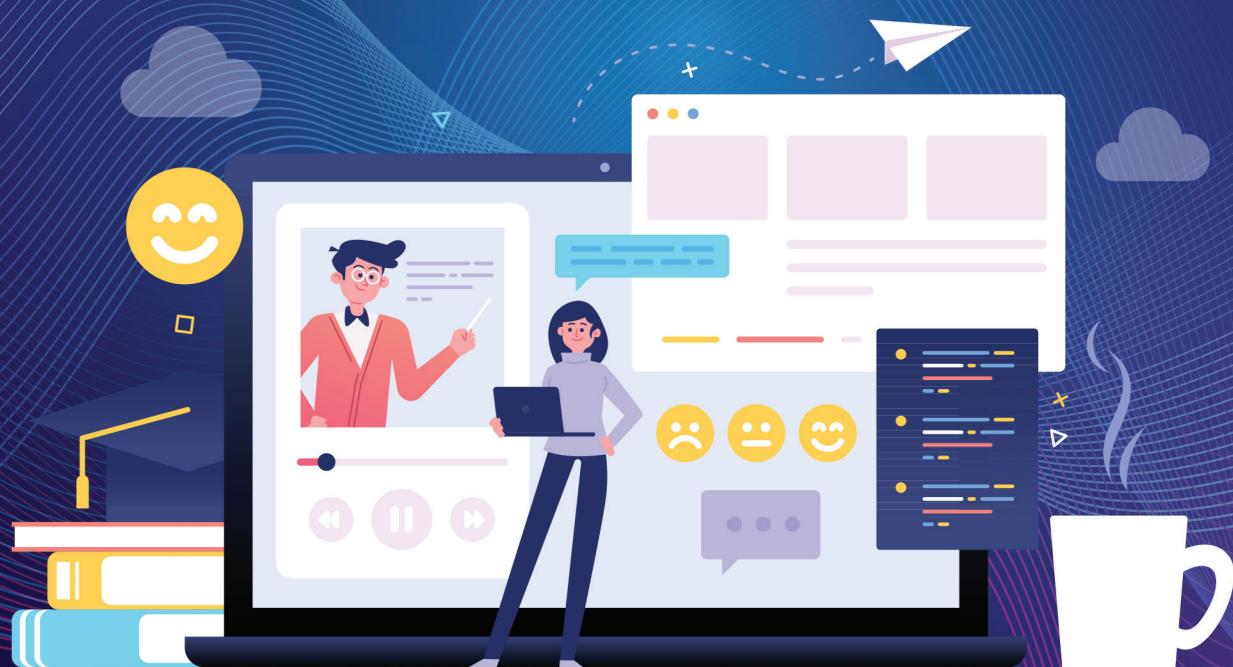




# 6 FAST WAYS

Webinars can grow your business—  
**WITHOUT** selling anything.



Hey there! It's the Genesis Digital Team. Genesis Digital being the parent company of WebinarJam, EverWebinar, and Kartra.

So, with that little bit of trivia out of the way, we wanted to share with you content that many of our customers have told us is the most powerful set of ideas for growing your business with Webinars that they've ever seen. We hope you dig in and explore what it's all about.

YES, Webinars ARE the most powerful sales and conversion strategy available Period-The-End...

...BUT, they are also a profoundly powerful way to grow your business, even if you're not using them to sell anything.

This document is going to give you specific strategies you can use to do just that. You've probably seen these concepts being used in one form or another, so we wanted to give you this "menu" to allow you to pick and choose which would be easiest for you to use.

Let's Begin:

### The Big Picture:

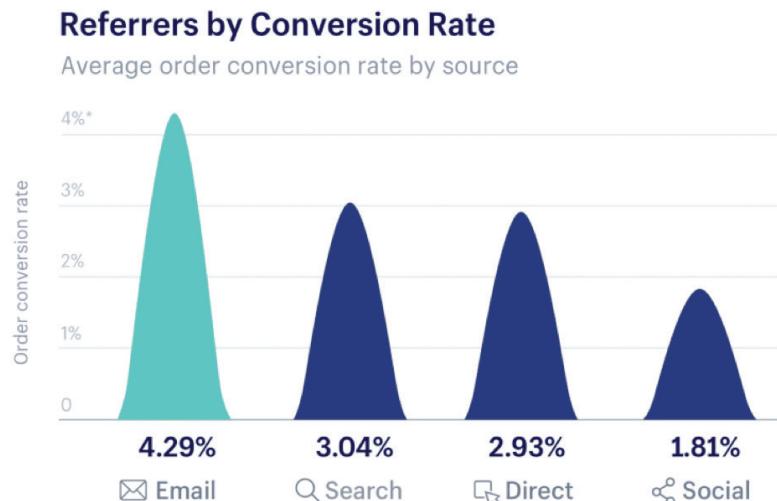
## Social Media List Building

We like our Twitter followers, and our Facebook followers, and the people that visit and comment on our blogs – we like them just fine. But, we would never attempt to build a sustainable business around our social media audience.

Instead, we would deploy a strategy to get those Likers, Share-ers, and Followers onto our company's Distribution Network – our email list.

From Shopify's platform analysis over Black Friday/Cyber monday (which did over \$1 BILLION in sales), you can see our point pretty well.

And here's something you'll learn fairly quickly – Webinar Registrants are about the absolute VERY BEST Email Subscribers you can create. They open more often, they take more action, and they pay closer attention than just about any other source of email subscribers.



The Big Picture then is simple — you can and should use Webinars as a primary reason for your Twitter, Facebook, LinkedIn, and Pinterest followers, Blog visitors, and even and especially your YouTube subscribers to become EMAIL Subscribers.

Here are some ways to do that:

## 1 – THE RANDOM ACT OF COOLNESS



Sometimes, it's smart to be cool to your market. And that's what the Random Act of Coolness is all about. Many of the following Webinar Growth Strategies are very much "in orbit" around the idea of a Random Act of Coolness.

### What does it accomplish?

A Random Act of Coolness, when you are serious about giving GREAT VALUE, builds Trust, it builds your and your brand's Authority in the marketplace, and it's a great opportunity to get your social media presence elevated to the next level.

The most effective R.A.C.s can be designed to indoctrinate your audience to ideas that will ultimately support the value of your product. For example, one of our very first Random Acts of Coolness was a deep dive into why Video Marketing was an emerging force, and the most important steps a small business needs to take to use Video Marketing effectively. This was "Back in the Day" in 2009 (before we were even known as Genesis Digital), and that R.A.C. was so well received that we eventually decided to create an entire product around Video Marketing.

## How can you get started?

Simply pick a hot or trending topic in your market that you can talk about with authority, give at least 3 important tips or personal tricks that you've discovered about that topic, and (this is important), at the end of the Webinar, ask your users to post their thoughts about the R.A.C. on your Facebook Fan Page, Twitter, LinkedIn, etc. With that strategy, you can start a conversation in the market where you are instantly regarded as a Topic Expert, and continue the conversation until you're ready to invite them to consider your product.

## 2 – DID YOU KNOW WEBINARS



This is a killer pre-sale webinar strategy. And it's super easy to deploy. Plus, the content, once it's created can be repurposed for other marketing and advertising channels.

The goal is to take 3-5 of the biggest objections people have when considering your product, and create mini-tutorials that overcome those objections.

Here's an example: Say you're selling a course on YouTube Traffic Generation. There are, obviously, a lot of components, strategies, and techniques that your customer can use to create traffic with YouTube. Your job is to, with this Did You Know Webinar, help them understand how to achieve a SPECIFIC part of the overall goal. In this example, that would be "Getting your YouTube Videos Ranked FAST."

P.S. Having taught people how to use YouTube to generate traffic, we can tell you that their first objection to using YouTube is because they don't understand how to get their videos to rank for their key search terms.

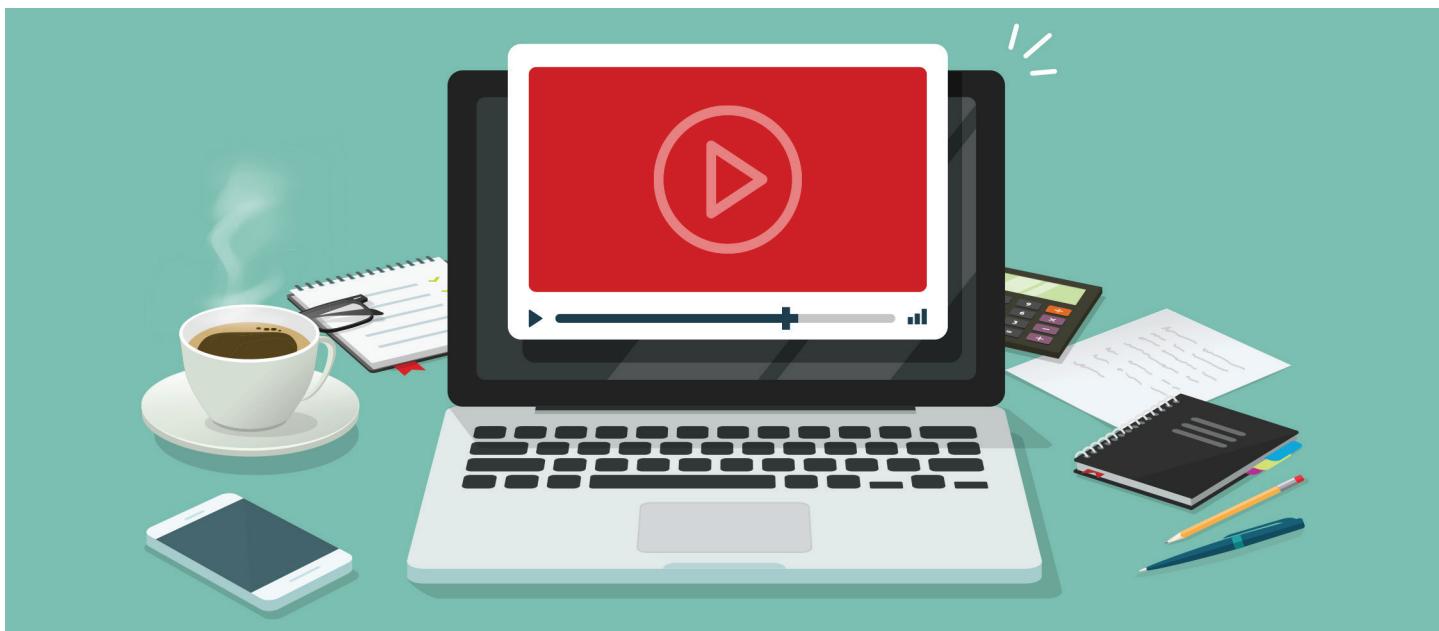
Continuing down that YouTube theme...

...Another Did You Know topic could be “Why you don’t even need a video camera to have great success with YouTube.” You then go on to explain how Powerpoint slides, screen captures, mind maps, and flow charts make excellent tutorial and training videos for YouTube consumption. This obviously overcomes a huge objection – *I hate being on camera* – and by offering this option, your attendee will be far more open to considering YouTube as a traffic source.

The point is, with a Did You Know Webinar we are giving solid, useful information, and that information is designed specifically to help our potential customers become more open to the ideas and outcomes that our product proposes to give them.

No, you don’t mention your product in a Did You Know Webinar. But at the end of your DYK Webinar, you can invite people that want even more help and advanced advice to either another Offer-Based Sales Webinar, or the Front Door of your Product Launch or Evergreen Sales Funnel.

### #3 & 4 – DEMONSTRATION WEBINAR/YOUTUBE CHANNEL CONTENT



This is a powerful combination of Pre-Sell, Post Sell, and Traffic Generation, all wrapped up into one easy to do Webinar strategy – and if you get a little creative with WebinarJam Studio’s Video Injection Features, you can really create something special.

Here’s the deal – one of the most neglected marketing messages is the idea of “What will it be like when your customer is using your product **SUCCESSFULLY**.”

Think about that. In your sales message, are you spending more time telling your prospect what they will be doing to BECOME successful, or what it will be like to BE successful?

Your audience doesn't want to fail. And yet, we spend a lot of time in our marketing talking to them about all the things they have to do to become successful. Yes, that's part of the marketing process, but since this Demo strategy is **delivering value without expectation of compensation**, we can spend more time talking about what it's like to SUCCESSFULLY use your product.



For example: The product is a very cool new aerosol-based spray paint that will stick to virtually ANYTHING. What would a successful use of that product look like? How about using it to restore weathered and rusty patio furniture? Basically, "Here's what your ugly old patio furniture looked like before – now here's what it looks like AFTER, and here's how I did it."

Here's (one of) the cool thing(s) about WebinarJam: Using the Video Injection Feature, you can pre-record a demonstration video – like the painting of patio furniture, a particular exercise, cooking something, building something, fixing something...

...and then inject it into your live webinar. You basically say, "Okay, I shot this quick How To Video for you so I can show you exactly how it's supposed to work. Lemme show that to you now..." and hit the playback button – then your pre-recorded video starts playing.

So, we're showing people what successful use of the product looks like – that helps Prospects understand if the product is right for them. And it helps Customers (Post Sale) get started using your product FAST.

Plus, it's AMAZING YouTube Channel content. In fact, one of the ways to stack the deck in your favor is to understand what sorts of videos people are searching for on YouTube that relate to your product. That Patio-Furniture Restoration was just an example, but it's a powerful one that would not only help qualify prospects and make new customers happy, it also makes a nice Video for your YouTube channel that (If you do your research right) already has tons of searches.

And the possibilities are endless – we have one WebinarJam user that teaches people how to do proper Kettlebell exercises by turning on her Webcam during her Webinars, and walking her attendees through each exercise. She then takes that Webinar Recording and slices it up into individual exercises where each video lasts about 2 minutes. Out of one 60 minute webinar, she gets about 20 YouTube videos. Yep.

## 5 – POWER TIPS FROM BIG SHOTS



### Setting the Right Frame

This is all about what we call “The Frame”, or the perspective you give your content. Here’s what we mean:

What are you more likely to consume: “Advanced Training Power Tips from Successful Users”, or a “Case Study”?

Right.

You’ll often find that the difference between some success and a TON of success is how you set “The Frame” for your viewers. While you are correctly aware that this is obvious “Marketing 101” stuff, don’t ever underestimate how important it is to GET and KEEP your market’s attention with a STRONG FRAME – especially when they’re being bombarded with stuff every hour of every day.

## Here's how we figured this out:

Back in 2007, before we were Genesis Digital, some of our staff taught customers about Generating Traffic via Search Engine Optimization AND how to increase their sales conversions via testing.

This is all pretty common stuff nowadays, but over a decade ago it was cutting edge.

One day these staff members decided to do an experiment with their customers. They made a tutorial video. To 50% of their customers, they sent a Video called “Introductory Search Engine Optimization.”



It was the **same video**. The only thing that was different was the title.

The Result? The “Advanced” video had over 60% more total watched duration (i.e. they watched more of it). The “Advanced” video had over 20% more comments. And the “Advanced” video was rated 4.2 stars vs. a 3.8 star rating for the “Introductory” video.

No - this is NOT permission to trick your audience or customers. That was a test designed to prove a point – you and your content are going to be judged Recklessly and FAST. So, make the title and description of your Webinars COUNT.

That's why when given the opportunity to demonstrate how one of your successful customers is being successful with your product successfully...

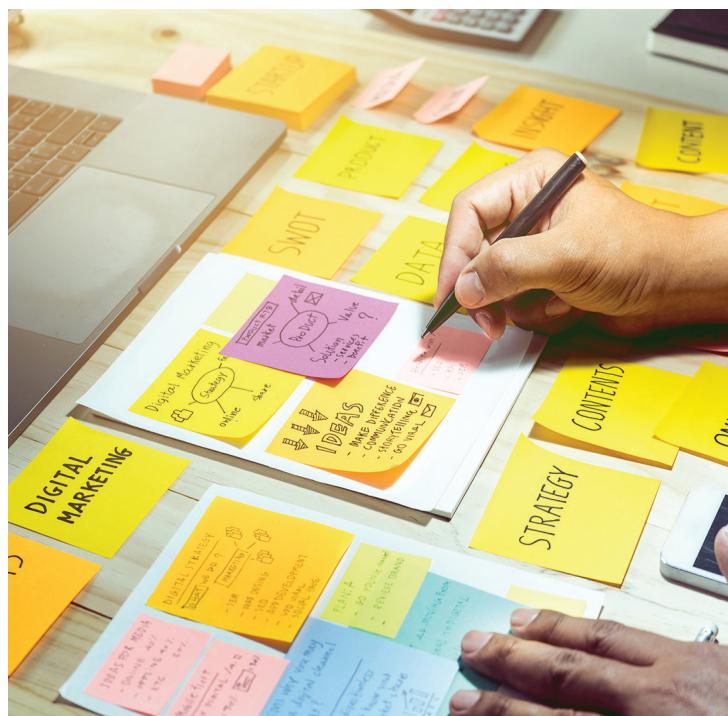
...you might want to consider using language other than “Case Study.” More on why that works so well in a moment...

## What is it?

A Power Tip from a Big Shot is a demonstration of success, but instead of you giving that demonstration, you're either interviewing that customer, or delivering information ABOUT that customer's experiences.

## How to do it (Some Key Tips)

As with all content that is designed to either “Entice” your audience to give your product a try, or help validate a current customer’s reason for buying in the first place – you want to be VERY specific with the choices of content you’re presenting.



You want to highlight:

- Big Obstacles that they’ve overcome to achieve their goals.
- Clever workarounds to common situations your customers encounter.
- Unique approaches to their messaging that break through market chaos and noise.
- How they’ve dealt with setbacks or failures.
- What their life is like today, now that they’re using your product successfully.
- ...And most importantly
- How they don’t have super-powers. They’re not special. They followed the rules, and read the instructions. But mostly... they just stuck with it until it payed off.

### Example:

We were interviewing a friend who works in the online marketing business. And he was describing the moment he cracked the code about creating urgency during a Webinar Offer. It was super solid advice, and he talked about things like “Webinar Only Bonuses,” “Countdown Timers,” “Special Payment Plans,” and how during the Question and Answer Part of a Webinar, he would always “Re-Close” his offer in between every question that he answered.

Like we said, it was REALLY solid advice. Then... He paused, and he said:

*“You know what’s funny about this? I tried this new strategy the day after I had to lay off 90% of my staff. The business had just taken a massive hit, and I waited too long to do anything about it until it was too late.”*

He went on to say that he was giving that Webinar in an office space with no desk, so he was sitting on the ground indian-style.

**He just stuck with it until it payed off.**

Today, that friend owns one of the fastest growing Page Publishing SAAS companies around. And he got it started by pitching it on Webinars.

## 6 – PRODUCT & BONUS CREATION



This idea is NOT just for Coaches and Consultants. If you want to create an Exclusive, High Urgency, High-Touch offer for your market, then consider delivering your content in the form of “Classroom-Style Scheduled Webinars.”

The concept is pretty straightforward – you do your typical marketing campaign, but instead of selling your customer into a Membership site with a bunch of tutorial videos, you decide to have Webinars to deliver the content.

One of the more popular ways is to deliver two Webinars per Week during the duration of the program. For example, on Tuesday you teach the core concepts of that week's lesson, and Thursday is specifically for Question and Answer.

Why would you change your product offer? Simply put, the concept of being the attendee to a LIVE CLASS, where you also have direct access to the Teacher during the program GREATLY increases the perceived VALUE of the product. This is where premium price points reign supreme.

Also, you build in TRUE Urgency and Scarcity to your offer – obviously you can only teach so many classes, and of course, you can take only so many students during each class. And when your marketing includes messages like “This class starts on Monday, TODAY is your last day to register”, your conversion rates all of the sudden start to look like Federal Income Tax rates.

And, by the way, if you ever do Affiliate Promotions, and during a Product Launch you want to maximize your affiliate sales, you can offer a Live Web Class Bonus. Same idea as a full product, except you may only offer training for a couple of weeks. But again, because it's LIVE and there is a Q&A session where people will have access to ask you questions directly, offering this kind of bonus during an affiliate promotion beats the pants off of those other affiliates that essentially take every product they've ever done, bundle it into a kitchen sink and slap a ridiculous price tag on it. Add to the fact that you can customize your bonus to completely complement the subject matter of the product you're promoting.

Plus, you're going to really impress these folks with your content and connection, making them far more likely to become a customer of YOURS someday soon.

## 7 – CUSTOMER SATISFACTION AND STICK (BONUS!)



We realize that the title said "6 Ways," and that this is the 7th idea. So, you can consider it a bonus, or you could say "This doesn't have anything to do with GROWING my business, it's more about SAVING my sales."

Heh. We're cool with either perspective.

Okay – Did you know that...

*...If you can get a new customer to attend 3 live trainings in the first 30 days of their product ownership that those people refund 50% less than people who attend NO live trainings?*

This is old-school information, actually. Notice we didn't say "Webinar." We said "Live Training." That's because this little nugget of AWESOME was discovered BEFORE Webinars existed.

In fact, the technology used to deliver these "Live Trainings" was a Teleseminar. That's right, you would dial in on your "Telephone" and "Listen" to someone teach you something (With AM Radio Quality).

So, what does that mean to you?

It means that even getting your new customer to attend just ONE Webinar will have a positive effect on your refund rate. TWO Webinars – Even Better.

Get them to attend THREE Webinars? Cut your Refund Rate in half.

How do you like this bonus so far?

Here's some examples of Post-Sale Customer Satisfaction Webinars you can give:

1. **The DEEP DIVE** – dig into the technical components of your product. This is especially important if non-technical people ever buy your product.
2. **TOP CUSTOMER QUESTIONS** – Exactly what it sounds like. Take the top 10 most common questions you get after a purchase, and answer them. P.S. This can be used for Pre-Sale Content as well.
3. **WHAT SUCCESS LOOKS LIKE** – Success Leaves Clues (And that's a pretty good Subject Line or Webinar Title, by the way – feel free to use it). Show your customers successful examples of how your product was used, and teach them how they can model that success. Focus at least 2 examples on "Zero to Hero" journeys where a customer started from the VERY beginning (No Experience, No Advantages), and what their most important strategies to achieve success were.

## Summary (But not quite "In Conclusion")

We'll bring this back full-circle:

YES, Webinars ARE the most powerful sales and conversion strategy available Period-The-End...

...BUT, they are also a profoundly powerful way to grow your business, even if you're not using them to sell anything.

And that's because now more than ever, your marketplace requires **Meaningful Engagement** from You and Your Company.



To put it plainly, with the incredible range of choices people have, they are actively looking for a reason to do business with a company that doesn't have anything to do with Price or Features.

They want to take "The Measure of the Man (or Woman, Company or Brand)," and subject them to a range of evaluations that they can barely articulate, but are nevertheless vitally important to them.

"I just get a feeling about this one".

To help your future customers get that positive feeling about YOU, you need to embrace the following strategy:

**"Give Value without Expectation of Compensation"**

And the funny thing is, when you do that, you'll be able to draw a straight line from that value you give to increased compensation you get. It's weird, yes, but as a company that's always liked teaching and interacting with their customers, we're really glad it works that way.

Now – we want to give you the next 16 ideas for your Business Growth Webinars – because, what we said, ya know... before, the whole value thing...

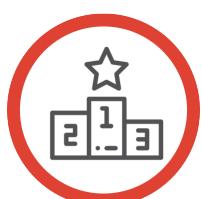
## 16 OTHER COOL WEBINAR IDEAS TO GROW YOUR BUSINESS THROUGH MARKET ENGAGEMENT



### What's Happening Now

News and Current Events that have or will affect the way your market works.

*Example: Apple, Tesla, and Politics all have this figured out – Live Events CRUSH all other forms of marketing...*



### The Best Of...

Recap the best content you've released from the past year.



### Product Review

Review a Product that your customers might get value from as they work to get more successful in your market.

*Example: Do Automated Webinars Work? Lets check out the new App "EverWebinar"...*



### The Crystal Ball

What do you see happening in your market in the next year? The next 5 years?  
How could that impact your customers?

*Example: By this time next year, mobile advertising will be suspended in moving vehicles.*



### What I learned from my last [Success or Failure]

What are the 3 biggest mistakes or take-aways you had when you were trying to achieve a recent goal.



### My Wikipedia

Help users understand the commonly used terms thrown around in your market that beginners might not understand.

*Example: You'd be surprised by how many people don't know what EPC, CPC, CTR, or DPL stand for when it comes to online marketing.*



### Expert Interview

Interview an Expert in your niche and ask them the top 5 questions you would have asked if you were just getting started.



### The Resource Guide

Create a List of Resources that you use, and explain which ones are most important to your success...

*Example: I can't live without MindJet Mind Manager... And 9 other things...*



### [Variation] The FREE Resource Guide

A List of FREE Resources. Because we're sure you needed us to explain that.



### Survey Results

Do a Survey to your Market, and use the Webinar to deliver and Explain the Results.



## The FAQ

Either related to your market, and absolutely related to your customers, create a Frequently Asked Questions Webinar.

*Pro Tip: The harder the question to answer, the better your content will be.*

P.S. This makes for AMAZING YouTube content.



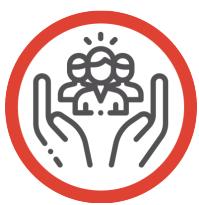
## Reader Response

Respond in-depth to an interesting or controversial Social Media Comment or Blog Comment.



## Behind the Curtain

Expose a Day in the Life of you (Or a Successful Customer). Explain your habits, your quirks, and your methods that help you get through the day.



## They Did WHAT?!?!

Show how your customers are using your product in unique, weird, even terrifying ways.

Examples:

- We have a woman that uses Webinars for Virtual Personal Training.
- Another customer teaches autobody repair.
- And still another group of ladies are... uh... well, Witches, we think.  
Don't worry, they're the good kind.



## Above and Beyond Training

Explore information on a topic that's related to your niche, that your customers may eventually need to be experienced with (Especially when they become successful).

Examples:

- If you teach Business Growth, you might explore Tax Planning Strategies.
- If you teach Exercise, you might explore Injury Recovery
- If you teach Guitar Lessons, you might explore Audio Engineering.
- If you teach Child-Rearing, you might explore having a better relationship with your parents.
- If you teach resume writing, you might explore negotiating salary.
- If you teach Video Marketing, you might explore Webinars.



## Causing Trouble

(Note: We have absolutely no experience with this one. It's all theory... heh)

Challenge a common belief or widely accepted idea in your market.

Examples:

- Saturated Fat is actually GOOD for you and why Dr. Ancel Keys and his flawed cholesterol study is tantamount to modern-day genocide (See? We really don't know how to do this very well).
- You're not marketing to a person. Their demographic information doesn't matter. You're marketing to a circumstance that that person is in.
- Niche Marketing is dead. If you can't identify a market where you can spend \$50,000 a day in advertising, you're in for heartbreak and failure.
- It doesn't matter who wins the Presidential Election because the Government stopped working in 1956.
- We never landed on the Moon. But Mars? Well...

P.S. Proceed with caution with this one. :-)

Now, if you haven't done so already, start planning your first two Webinars. And remember, your first Webinar is just a test, so no pressure.

Thank you for reading this far. And most importantly, thank you for being a highly valued customer.

XOXO,

**The WebinarJam Team**