# Introduction

If clients are going to invest their time and energy into running regular webinars then they might as well do it right. You and I both know that webinars are a FANTASTIC way to not only leverage your time and opportunities to pitch to a crowd but they build up your credibility and enable the presenter to grow their library of IP effortlessly. Our target for this funnel is to ensure that we are helping our clients utilise their webinar as much as possible AND encourage them to be delivering webinars on a regular basis. Remember in order to chunk our time we need clients to be doing repetitive consistent actions so they can gain traction and to enable us to deliver a high quality service that doesn't involve late nights, rushing around or tight deadlines. Remember everything here is a suggestion – please make it your own to suit your business and branding and clientele!

Donna

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# Freebie

*Webinar Authority Planner: Refer to attached template that you can use in your funnel. I encourage you to add your own flavour!*

- Never limit yourself and your reach by targeting just local businesses. The world is READY to hear your message! What better way to leverage your time then by using regular webinars to talk to lots of people. Let me know if you would like a copy of my Webinar Authority Planner.

- Did you know that if you ran a monthly webinar – at the end of the year you would have enough content for eCourses, thousands of social media posts, free gifts for opt ins and a WHOLE library of your intellectual property! Work smarter, not harder – if you need help planning out your webinar, pm me your email and I will send over the webinar authority planner I use ☺

- The best way to get people to know, like, trust and then BUY from you is if they actually get to know the real you! Hear your voice, listen to your expertise. No amount of "I am an expert, buy me" will work – but teach them something cool, then they will be uber impressed. Be generous with your knowledge – it will come back to you.

- Interested in running webinars but not sure how to do it in a "free" way because you don't have the investments ready for software? Download my Webinar Authority Planner and let me show you how!

*Example Posts To Generate Interest!*

Your Low Cost Conversation (LCC) is the perfect step between the free Webinar Authority Planner and your package offering.

It's a chance for you to help them MAP OUT at least 3 webinars. The key with LCC's is to make sure the client is aware how much work they have to do….these gives you the chance to step in and save them.

You need to makes sure that **they understand** they need to complete the webinar set up, pre sequence, post sequence, promoting the webinar for four weeks AND managing the content afterwards. _All of the things that you are offering in your package._ PLUS actually writing the powerpoint too.

When you design a plan for them (which effectively is a to do list) its important that you offer to take on 80% of the work leaving them with only a small amount. As a team you can achieve this 'to do list' together.  Ensure you spend time educating them the power of webinars and why they should happen regularly.

I suggest an investment of $59 would be sufficient for this kind of LCC. When you have someone sign up for this offering be sure to obtain who their webinar is for, what they are teaching, the upsell and the clients social media links. This will enable you to do a bit of homework/brainstorm before hand so you complete the plan together as fast as possible with as much info as possible WOWing them into buying you on the spot. So BE READY for them to sign up then and there.

If a client doesn't sign up for your package be sure to stay in touch and wait to see if they implement the plan you designed on their own. If they don't – get in touch with them again.  Some will have to feel pain (not just imagine it) before they are willing to release ☺

Remember after EVERY LCC…**ASK FOR A TESTIMONIAL**

# Package

**Webinar Authority Power Pack**

✓ Quarterly Planning Of Webinar Scheduling: Mapping out which webinars will occur on which dates for this upcoming quarter.
✓ Monthly Webinar Set Up: Including scheduling, branding, testing and ensuring its in your diary.
✓ Pre Webinar Credibility Sequence: Adding and testing pre webinar email sequence to build your
✓ credibility and form a relationship with your delegates.
✓ Post Webinar Call To Action Sequence: Adding and testing post webinar email sequence to encourage viewers to take action (what ever that may be)
✓ Promotion Of Webinar: Sharing the registration link on 3 social media platforms, twice a week for 4 weeks (pages, profiles, groups and in comments where allowed).

Your Investment (starting from): $597 per month.

**Bonus**

✓ Adding To IP Directory: Edit recorded video, upload to Youtube, add to hidden page on your website, file URL in IP Directory

# Revenue

## Breakdown: Quarterly Chunking

| Benefit | Time |
|---|---|
| Quarterly Planning Of Webinar Scheduling | 60min |
| Webinar Set Up (x3) | 60min |
| Pre Webinar Credibility Sequence (x3) | 60min |
| Post Webinar Call To Action Sequence (x3) | 60min |
| Promotion (x 3) | 60min |
| Adding To IP Directory (x3) | 90min |
| **TOTAL TIME 6.5 Hours – Generously** | |

## Breakdown: Theoretical Hourly Rate

| Income | Time vs $$ |
|---|---|
| 3 Instalments Of $597 | $1,791 |
| Total Time | 6.5 Hours |
| Theoretical Hourly Rate | $275 |

## Breakdown: Quarterly Income Potential

| Income | Time vs $$ |
|---|---|
| 4 Recurring Clients | $7,164 |
| Total Time | 26 Hours |
| **= Half A Week Of Work for $7,000+** | |

# Donna Brown

## work from home revolutionist

Use your judgement when designing your package. This is a guide to help you design something more specific to your business. Adjust the inclusions, pricing and LCC to suit your business where necessary but ALWAYS work out your theoretical hourly rate to ensure that its profitable.