

Created by Jay Boyer

[Click Here to Schedule a 15-Minute Call with Jay to Help You Explode Your Webinar Sales](#)

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Table of Contents

Introduction	4
Hack #1: Setting Up the Perfect Webinar Campaign	6
Hack #2: How to Craft an Irresistible Hook That Your Audience Will Go Crazy Over	8
Hack #3: How to Put \$1000's in Your Paypal Account (BEFORE Your Webinar...)	10
Hack #4: How to Force GoToWebinar to Promote Your Webbie Replay for Free.....	12
Hack #5: How to Get Your Attendees to Tell You Exactly How to Sell to Them	14
Hack #6: How to "Go Viral" with Your Webinar Registration Page	16
Hack #7: How to Create Your "Weapon of Mass Instruction"	18
Hack #8: How to Sweeten the Deal (and Get People Coming Back Over and Over Again)	20
Hack #9: How to Avoid Complete Disaster (with a Single Click of a Mouse).....	22
Hack #10: How to 2x the Number of Live Attendees (and Easily Put "Butts in Seats").....	24
Hack #11: How to Encourage Your Most Likely Buyers (by Doing Absolutely Nothing).....	26
Hack #12: How to Transition Your New Buyers from the Webinar to a Social Setting	28
Hack #13: How to Generate Dozens of Product Testimonials Instantly on Facebook	30
Hack #14: How to Turn Organic Social Proof Into Even More Sales (Outside of FB).....	32
Hack #15: One Trick to Increase Your Sales by 35% (Before Mailing the Replay)	33
Hack #16: How to Get Thousands of Clicks & Eyeballs to Your Offer On the Last Day.....	36
Schedule a 15-Minute "Webinar Audit" with Jay	40

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Introduction

17 Money-Making “Webinar Hacks”



*Tips, Tricks and Secrets to
2x Your Next Webinar...
(Guaranteed).*

Welcome to “17 Money Making Webinar Hacks”! These are tips, trips, and secrets that Jay Boyer has come up with over the past four or five years of doing webinars. You’re going to be able to take advantage of these too in order to optimize your own sales webinars. Jay has hosted over 400 sales webinars since 2010, and he’s sold over eight million dollars worth of products and services on live webinars. He’s also earned as much as \$817,000 on a single webinar promotion. Finally, he’s had the privilege of being able to consult with some of the biggest names in the internet marketing (IM) industry, and he’s been sharing the exact same secrets with them that you’re going to discover within this lesson.

Now that you know a little bit about what this training is, let’s take a moment to learn what this training is not. This training has nothing to do with the content of your webinar slides or pricing your offer. It has nothing to do with your offer’s openings, closes, or any types of pitch secrets. That’s not what this training is about. There’s lot of other training material out there that do a great job with this information. One that Jay recommends is Russell Brunson’s Perfect Webinar

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Template. He says that he has actually used this to generate six figures for some of his own webinar presentations.

This presentation has nothing to do with the content of your webinar and how to optimize your webinar presentation. Instead, you're going to be learning how to optimize your entire webinar campaign from start to finish. Jay's goal is to help you double or even triple your sales. This is "secret sauce" that Jay has been developing for quite some time, as previously stated. In most cases, no one else even knows about these things. Jay's not trying to brag; he just wants you to know that this is completely unique information. You're going to have an unfair advantage if you implement some of these tips into your own webinar campaigns. What's being discussed herein may seem to be boring procedural stuff, like:

- Turning clicks into registrations
- Turning those registrants into attendees
- Turning those attendees into buyers (both during & after the live webinar)

These are the only three things that you should be focusing on as you are trying to optimize your webinar campaigns. If these seem like topics that you would be interested in, that's great because you are in the right place at the right time. So, let's get started.

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Hack #1: Setting Up the Perfect Webinar Campaign

How to 2x Your Webinar Sales (prior to the webinar...)

Monday	
Tuesday	Promote live event
Wednesday	Promote live event
Thursday	Promote live event (7 pm EST "Live Workshop")
Friday	Mail to live recording (2 pm EST "Live Encore")
Saturday	Mail to webinar replay
Sunday	Mail to PDF / webinar replay + "Last Call"

Hack #1:

Plan on a 6-day webinar campaign to optimize regs & sales (here's what my weekly webinar schedule looks like).

For the past four or five years, Jay has been hosting sales webinars on a weekly basis. Sometimes he presents an offer of his own, but more often than not he presents an affiliate webinar offer. He has hundreds of subscribers every week who tune in to see if they can gain some insights on building their businesses in new and different ways. They may even purchase some sort of offer at the end of the webinar. This may be a cool software package or a how-to information product.

Jay likes to think of this as his podcast. This is how he primarily connect with his subscribers, and he has people tuning in each and every week just to see what he has going on. Since he's been doing this for four or five years, he has the process down to pretty much a science. It's a six-day webinar promotion. He runs these from Tuesday through Sunday, and this process is very structured. In the screenshot above, you can see the schedule that he follows pretty much every week.

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The reason why he keeps it so structured is so that people know what to expect. They know when to tune in, they know when the replay is going to be sent out, and they know when the offer is going to expire. That's at midnight on Sunday, at the end of the weekend. If you're thinking about doing a regular webinar sales presentation, Jay recommends that you get on a schedule as well. Whether it's once a month, twice a month, or once a week like Jay does, keep it on schedule so that it becomes an event. That way, it's like tuning into your favorite television show. If you do this, it's going to help you optimize your webinar sales.

Just to break it down, Jay starts his webinar campaign on a Tuesday morning, and basically two and a half days into the live event on Tuesday night, he typically holds this at 7 pm Eastern Time. The following day, he holds a live encore, which is fundamentally a live rebroadcast. This typically occurs at 2 pm Eastern Time. He welcomes everybody on, and his video guy hits the 'go' button, and they watch a recording of the same presentation that he presented on Thursday night. Saturday's usually when he mails out his replay, and Sunday is when he closes out his promotion.

That's the schedule Jay has been following every week for several years. He's tried shorter webinar promotions as well as longer ones, and sometimes they work. He will especially use two week promotions to go along with a big launch. However, for the most part he sticks to his six-day webinar cycle. Jay says that if you're not following a specific cycle he suggests that you give it a try because he's willing to bet that you will have success with it as well.

Hack #2: How to Craft an Irresistible Hook That Your Audience Will Go Crazy Over

How to 2x Your Webinar Sales

(prior to the webinar...)

Hack #2:

Identify the #1 hook and at least 3 bullets related to the webbie offer *that will appeal to your audience*, and create a benefit-oriented title and description for your registration page.

(Niche Wizard Tells All) - How to Build a Bullet-Proof Online Biz w/ Tiny Little "Money-Sites" Earning \$150 - \$725 per Day Each

Wed, Mar 11, 2015 4:00 PM - 5:00 PM MST

My special guest currently earns over 7 figures profit per year in over 300 under the radar niches... and on this week's Live Workshop he'll reveal to you his step-by-step blueprint showing you how to:

- * Create dozens of high-quality content web sites FAST
- * Convert that traffic into cash using the "Secret Sales Machines" technique
- * Put the entire process on autopilot & enjoy a "4 hour workweek"

Do not miss this exclusive training... register below and see you there! - Jay Dwyer

Required field

First Name* Last Name*

Email Address*

Before you start promoting the webinar, you'll want to identify the #1 hook and at least three bullets related to the offer that will appeal to your audience. If you don't know what that tasty hook might be, that will appeal to most with your audience. You're actually going to be able to test that, and you're actually going to be shown how to do so in your webinar campaign. Once you've identified, or you think you know the #1 hook that would resonate most with your target market, that will become the title of your webinar. That's what you're going to put on your webinar registration page if you're promoting this via Facebook ads, and that's what you're going to put on your landing page, etc.

Don't worry. You're going to be able to test this stuff and change it out, but when you're promoting a webinar for the first time, you're going to have to guess. It can be an educated guess, but you're going to have to put it out there so that you have something to promote and

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have folks land on in order for them to read and decide whether the offer is something that they are interested in.

Jay says that when he first got started online, he did a lot with Kindle publishing. He created a lot of how-to Kindle publishing courses. So, most of the subscribers that he generated from the sales of those products were interested in all things Amazon, and specifically Kindle publishing, self-publishing, paperback publishing, etc. So, if he wanted to promote an affiliate webinar, and the webinar was about SEO, for example, he would have to find a hook that he thought would appeal to his audience. At that point in time, his audience consisted in those interested in Kindle publishing.

A hook that Jay may have used at that time to put on his webinar registration page would be something like “How to get your Kindle eBook on Page 1 of Google for any keyword under the sun and drive massive traffic directly to you Amazon product page.” Then, he would create three fancy bullet points expanding on that idea. If you’ve got those things down, you’ll have everything that you need in order to create a webinar registration page and everything that you need to start promoting your webinar.

Hack #3: How to Put \$1000's in Your Paypal Account (BEFORE Your Webinar...)

How to 2x Your Webinar Sales (prior to the webinar...)

Thank You For Registering For Our Webinar!

You May Be Interested in This As Well...



This Book Earned Jay \$69K in February...Get It For a Free For a Limited Time Right Now!

- The single "golden nugget" that earned Jay \$69K in February (see page 203...)
- How to identify Your Dream Customers -- By Asking 3 Simple Questions (page 42...)
- The one difference b/w a \$10,000 online business...and a \$10 million dollar biz (page 6...)
- How to attract more customers by being less "likeable" -- and more "authentic" (page 55...)
- The one strategy you can implement RIGHT NOW to generate instant profits (page 15...)

Receive a \$47 Bonus From Jay With Your Book Order!
(send your receipt to support@jffast.com)

What Next?

Step #1

IMPORTANT - Make Sure You Get the Replay to This Event!
CLICK HERE to Join the "JFFast Webinars" Facebook Group

Step #2

- Please check your email for your private link to join the webinar.
- If you did not receive the email your email system may be blocking our email address.
- Please check your spam folder and also make sure you white list jayboyer15@gmail.com

Hack #3:

Create a thank-you page to send people to after registration (optimized with a video message, an non-related affiliate offer, Facebook group CTA promising the replay, etc.).

You're going to use Webinar Hack #3 when you start setting up your webinar, before you even start promoting it. GoToWebinar gives you the ability to send folks who register for your webinar to a different page. Jay calls this a 'thank you' page, but it's basically a redirect that sends people to whatever page you like. This gives you the opportunity to get additional information in front of them and possibly additional offers in front of them.

Another thing that you might do is create a video, such as a quick screen capture video or you could shoot it yourself with your iPhone. In any case, you want to use it to incentivize them to show up on the webinar. Imagine that they registered for the webinar and you have this video on the 'thank you' page that they are redirected to. This video should say something to the degree of "Hey, thank you very much for registering. I just want to let you know that this is going to be something special. It's going to show you exactly how to XYZ for your business."

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Then you can simply run down the main hook and three bullet points that you included on your registration page.

The idea is to try and get people motivated so that they actually show up for the live event. That's exactly what you want to do. Unless this is an automated webinar sequence, you're not going to make any money unless you get folks to join in on your live event. Another thing that you can do is to put some sort of offer on the 'thank you' page. It can be one of your own. It can be an affiliate offer. It is recommended that you choose something that is unrelated to the webinar. You don't want it to be competing with the content of the webinar and the webinar offer itself.

Jay says that sometimes he makes thousands in sales even before the webinar starts just from using this one technique of putting a banner ad image connected to some sort of offer on the 'thank you' page for a webinar of his. Look at the screenshot above, and you'll find that there is a button underneath the banner. This is a little call to action that Jay uses in order to populate his Facebook group. He has a Facebook group called JJ Fast Webinars. You'll learn more about this further on in the lesson, but essentially he does a lot of selling of the webinars he hosts before, during, and after the event over in that Facebook group.

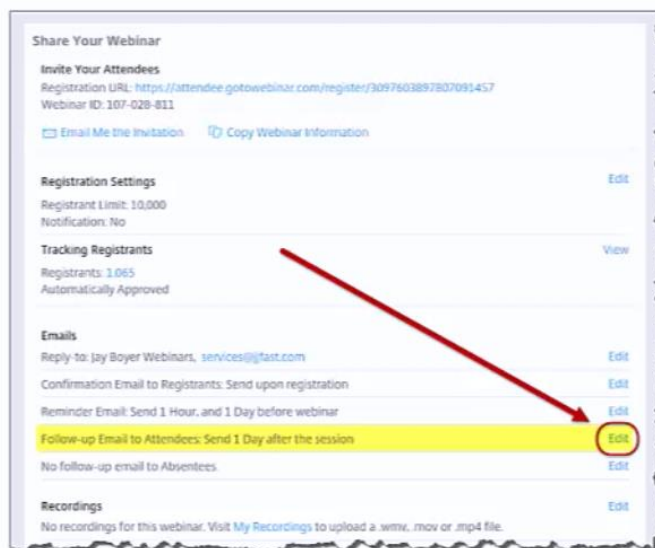
Jay has found that the call to action shown above works really well in terms of incentivizing people to join the group. It says "Important – Make Sure You Get the Replay to This Event". That's something that people absolutely want if they're signing up for a webinar. Jay says that people ask him about replays all the time. They want to know when it will be and how they can get a hold of the current one. He gets lots of clicks from this little button on his 'thank you' page, and as a result, every week he gets dozens and dozens of people added to his Facebook group.

Hack #4: How to Force GoToWebinar to Promote Your Webbie Replay for Free

How to 2x Your Webinar Sales (before the webinar...)

Hack #4:

Add the replay link to the GoToWebinar follow-up message (this will send a “free” automated email blast out to all registrants 24 hours after the webinar + live encore promoting the replay)



Jay uses GoToWebinar for all of his live webinars. He knows that there are different platforms out there, but he’s been using this for so long that it’s integrated with all of his systems. At this point he wouldn’t think about using anything else, at least when it comes to his live webinars. There’s a feature that GoToWebinar includes inside of the webinar editor which allows you to add a replay link to the GoToWebinar follow-up message.

This is a message that GoToWebinar is going to send to your webinar registrants after the live event. So, you can set up the time for 16 hours, 24 hours, or maybe 48 hours after the event has taken place. It just depends on what you want to do. Jay says that he usually sets this up for 24 hours after the event. This feature allows you to promote the replay via GoToWebinar. You’re not going to even have to mail this out. This is going to be an automated follow-up message that GoToWebinar is sending your registrants.

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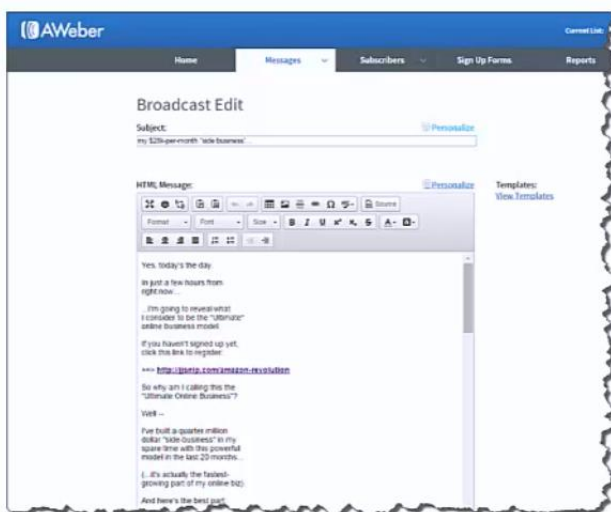
You're not going to have to burn your email list in order to get a free replay link out. This message only goes out to people who have already raised their hand and said "Hey, I'm interested in this webinar." Jay says that he takes advantage of GoToWebinar's notifications as much as he can. It has amazing deliverability, meaning if GoToWebinar sends your registrants an email, it's almost 100% likely to show up in their inbox, not their spam folder.

You might be thinking "If this is before the webinar, how can I possibly post a link for the replay?" Well, all that you need to do is put a placeholder URL and simply post your replay on the page afterwards. This does not have to be a live link at the time that you set this up. All you need to do is have the message contain a placeholder link that will be live after the webinar.

Hack #5: How to Get Your Attendees to Tell You Exactly How to Sell to Them

How to 2x Your Webinar Sales

(prior to the webinar...)



Hack #5:

Start testing subject lines & possible other hooks in your email copy at least 48 hours prior to the webinar (remember, you can always change the GTW page to match a new hook that resonates with your subscribers...)

It's now time to start populating your webinar. It's time to start promoting your webinar and sending traffic to it. Jay's primary traffic source is his email list. He's got a subscribers list that consists of about 20,000 people. They love to jump on Jay's webinars to see what's going on. He starts his email promotion on Tuesday morning, and he tries to test different hooks, and angles, and subject lines in order to determine what's going to resonate the most with his audience. Jay recommends that you do the same. Change it up, and don't just use the same hook every time. Test out some new ideas that you think might work well with your subscribers.

If a subject line that you use or an email that you send out gets a large amount of response, that's something that you should be paying attention to; that means you have identified something that's resonating with your folks. You can use that information, right? You can use that hook in different parts of your campaign. Don't forget that you can actually change the GoToWebinar copy if you do find a hook that's going particularly well for you. That way, the

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messages match between the email that you're sending out and the GoToWebinar registration form. This will optimize the conversions that you get from the registration page. You can even use that in your webinar presentation and make that your first slide welcoming your webinar guests. That'll be the first thing that they see when they log into your webinar.

Again, this will keep your message uniform. This will also help your audience members know that they are in the right place. Of course, you can use this after the campaign as well. This primary hook can be reflected in your email follow-up campaign when you mail out the replay, and when you close it out at the end of the weekend.

Hack #6: How to “Go Viral” with Your Webinar Registration Page

How to 2x Your Webinar Sales

(prior to the webinar...)

Hack #6:

Set up a Facebook ad campaign using a Click Funnels squeeze page (you’ll be populating the event with targeted prospects, getting some viral FB action, and building your list with leads that are interested in attending webinars).

The screenshot shows a webinar registration page with the following elements:

- Header:** Jay Boyer & Mike Long Present:
- Main Title:** 300 Students Are Earning at Least \$10k Per Month Inside This Secret Community of "Wealth Scientists"
- Call to Action:** Discover How - Click Here to Register
- Date:** Thursday, May 14th (4pm Pacific / 7pm Eastern)
- Webinar Starts In...** A countdown timer showing 03:03:26:02.
- Speakers:** Mike Long (@Figure "Wealth Scientist") and Jay Boyer (Founder: JJ, Fast Webinars).
- What You'll Learn On This Live Training:**
 - ✓ The underground system that over 300 "non-experts" are using to generate at least \$10K per month income (like clockwork...)
 - ✓ How to force Amazon, Google, Bing, & Yahoo to send you all the free traffic that you'll ever need -- to any web page that you like...
 - ✓ Case Study: How we generate \$693 AM per year
- Warning:** A yellow warning icon with the text "WARNING: LIMITED SPACE AVAILABLE".

Next, Jay advises that you set up a Facebook ad campaign using Lead Pages, or ClickFunnels, or whatever sort of platform you use to create easy squeeze pages. If you are promoting a low-ticket offer, sometimes it’s not cost effective for you to do this. Certainly, the higher the price point, the higher the return on investment (ROI).

This is something that Jay has been doing every week for quite some time. He does this for a couple of different reasons. The first reason is to get people to attend his webinar. These are folks that Jay wouldn’t normally have access to. The campaign targets people who would be interested in the topic being covered within the webinar that week. Sometimes this allows him to drive hundreds and hundreds of Facebook leads to a squeeze page like the one shown above, and this often works well when it comes to getting people to show up and buy whatever offer is being promoted.

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Another cool think about promoting a webinar on Facebook is that they have the opportunity to go viral. This will depend on what your offer is and what your ad looks like. Normally, the image that you use and the text that you use have a large effect on this. Depending on the topic, you can sometimes get hundreds of likes and shares. This allows you to reach out and share your topic with tons more people that you usually could, people that would have no idea that an offer such as yours is available otherwise.

Finally, Jay likes to do this because it helps him to grow his list. In other words, he's not only populating his webinar, he's adding people to his email list too. Once they are on his list, they are going to continue to receive notifications about webinars Jay is hosting. Again, these are all people that have raised their hands and let Jay know that they are interested in building an online business or learning how to expand an existing one. They have already pre-qualified themselves as a semi hot lead.

Hack #7: How to Create Your “Weapon of Mass Instruction”

How to 2x Your Webinar Sales (prior to the webinar...)



Hack #7:

If you already have a recording of the webinar from a previous presentation, send the video to a writer on Odesk etc. for a webinar summary or “Cliff Notes” version (more on this in a bit...)

This is where it starts to get really interesting. If you have a recording of a previous webinar that’s on the same topic as what you will be presenting or promoting, you may consider creating a PDF summary of the original presentation. Jay has hired a writer to do this for him. He found her over at oDesk.com, and he pays her somewhere between \$75 and \$100 for each of the summaries she creates.

The goal is to create sort of a “cliff notes” version of the webinar presentation. There are several different ways that you can use one of these summaries, which you’ll learn more about throughout this training. In any case, Jay advises that you head over to oDesk.com, Elance.com, or even Fiverr.com, and find a writer that would be able to summarize your video content. Simply tell them that’s what you’re looking for. You want someone that can summarize what you’re covering in your webinar and create a document that’s around 5,000 words long.

You’ll want the person you hire to summarize the entire presentation. Their summary should include all of the content that’s been presented, the pitch, and even the Q&A. When they are

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done, or as they write, you'll want them to take screen captures of the video. Jay says that he has his writer include a screen capture on every other page at least. This helps to keep people interested and turning the pages.

The title page to one of these PDF guide, or summaries, is shown in the screenshot above. As you can probably tell, there's not much to one of these documents. They start out as Word documents, and Jay adds hyperlinks to them wherever he deems necessary. In most cases, he places buy links on the footer of each page and in the call to action at the end of the document. Again, this is just a summary of the presentation. A transcript of it would work too as long as it's edited decently. Continue reading to find out more about how you can use these PDF summaries strategically.

Hack #8: How to Sweeten the Deal (and Get People Coming Back Over and Over Again)

How to 2x Your Webinar Sales (prior to the webinar...)

Hack #8:

Come up with a sexy, relevant bonus that adds value to the offer being presented (you can frame it as a time-sensitive “First 25 Buyers” bonus to incentivize people buying live on the webinar...)



You’re going to want to come up with some sort of sexy, relevant bonus that adds value to the offer being presented. In other words, you’re going to want to sweeten the deal in some way. Jay does this all the time, and at this time he has a big catalogue of bonuses that he can pull from. This consists of training that Jay created himself as well as training that other people have. Sometimes he will use high-quality private label right (PLR) materials, such as how-to guides, or video training, or even white-label software that he has purchased rights to.

You might even ask the webinar’s host if he has some sort of content to use for a bonus that’s related to whatever they’re presenting. Chances are they do. A lot of times Jay will ask the other presenters if he doesn’t have a bonus to add. He simply says “Hey would you mind throwing something in that I would be able to present as my own bonus?” If you let them know that this will optimize sales, then you’ll probably get them to find something to throw in that’s of very high-value.

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Another way to incentivize people to make a purchase during the live training is to present the bonus as a limited-time offer or limit the amount of bonuses to be distributed. A lot of times you'll see people offer "fast action bonuses" on webinars, where they only give bonuses away to the first 25 people to sign up or something like that. These tactics and strategies often work well because they give people more reasons to buy, and often that's enough to push them over the edge from being unsure to deciding that they want to take the offer. Sometimes people will jump in just to receive the bonus that you're offering.


You'll just want to make sure and have a bonus already in place before the live event begins. This will not only help you to make additional sales, but it will also give an extra incentive for people to attend your webinar. By the way, your subscribers will love you for giving them a chance at getting a free bonus.

Hack #9: How to Avoid Complete Disaster (with a Single Click of a Mouse)

How to 2x Your Webinar Sales (on the day of the webinar...)

Hack #9:

Test the buy link before the webinar (IMPORTANT!) and have the full url handy to drop in the chat box after pitch in this format...



Your Product Name + BONUSSES
<https://YourBuyLinkHere.com>

Webinar Hack #9 may not seem like much of a hack at all. It may seem like common sense, but it's super-important that you remember to do this. You need to test your buy links before the webinar, whether it's your link or an affiliate link. Make sure that it works and it's taking people to the right order form or sales page. If your link doesn't work, it can be not only embarrassing but disastrous too.

Thank about it. You've created this whole webinar campaign, you've promoted it, and you've worked to get people onto the webinar itself. They watch the presentation, they've seen the pitch, and they're ready to buy. There's nothing worse, at that point, than having a link that does not work. That's why it's absolutely essential that you test this all out beforehand. This is your pay day.

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Jay admits that the few times that this has happened to him are the few times that he hadn't tested the link. In cases such as this, both Jay and any other presenters are scrambling behind the scenes trying to get something up that works. There have been times where all they could do is get a PayPal button up, and it's very hard to track the amount of sales you've gotten because this button isn't an affiliate link.

Checking your buy link is crucial to your campaign, and its importance can't be emphasized enough. An example of how Jay likes to present his links in the chat box in the screenshot above. The blue arrow shows the format of how he presents this information. He keeps it in a little text file that he can pull up whenever the time comes. He'll have the product name plus the bonuses listed, and then on the second line he has a full, clickable URL that's going to take folks from the chat box inside of GoToWebinar, over to the sales page in their browser.

Hack #10: How to 2x the Number of Live Attendees (and Easily Put “Butts in Seats”)

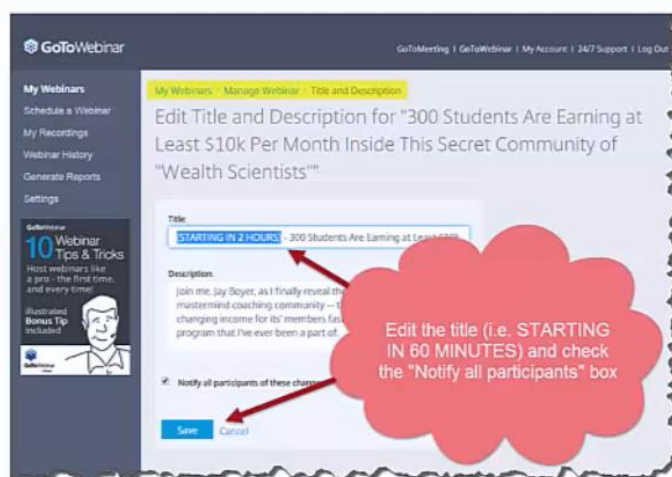
How to 2x Your Webinar Sales

(on the day of the webinar...)

Hack #10:

Blast GoToWebinar registrants 4 times before the start of the live event (by editing the title of the webinar):

- First thing in the a.m.
- 2 hours before...
- 1 hour before...
- 15 minutes before...



You'll use Webinar Hack #10 on the day of the live webinar. Don't tell GoToWebinar, but Jay is always abusing their notification system. Again, it allows him to get a tremendous amount of deliverability. He gets a ton of messages out to people's inboxes, reminding them that the webinar is going to be happening today. This message isn't on Jay's servers and he's not burning his list up with it. The messages go out, courtesy of GoToWebinar.

Jay blasts emails from GoToWebinar to his registrants four different times. The first time is when he first wakes up and gets out of bed. He heads into the event listing and he clicks into the editor, which allows him to modify the title and the description if he wants to. All he typically does is add in some time sensitive information, letting people know when the webinar will be taking place.

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After editing the title, Jay makes sure to select the option to “notify all participants”. It’s very important that you don’t forget to do that. The checkbox for this is shown in the screenshot above. After that, you’ll click ‘Save’ to get the message sent out. Jay does the exact same thing again when it comes closer to the time when the webinar is going to be held. For example, two hours out, he’ll send out a message that starts with “Starting in 2 Hours”, as shown in the picture above. Then, an hour prior to the webinar he’ll remind people that it’s starting in 60 minutes, and then 15 minutes before the webinar is set to start, he’ll send out a final GoToWebinar notification.

This process helps to get as many of the people that have registered for the event onto the live webinar. That’s exactly where you want them to be, and that’s exactly where they need to be in order to purchase your webinar offer. Jay says that when it’s show time and he fires up GoToWebinar 10 minutes before the event starts. He likes to see that 100 people are already waiting on him to start the presentation. That’s really very difficult to pull off, unless you send them several notifications on the day of the event. This is the best way to do it, according to Jay.

Hack #11: How to Encourage Your Most Likely Buyers (by Doing Absolutely Nothing)

How to 2x Your Webinar Sales

(during the webinar...)

Hack #11:



Have a team member on the webinar in the background to interact w/participants, address objections with boilerplate responses, and flag commonly asked question to answer during Q&A (after the pitch...not before)

During the webinar, Jay likes to have someone on his staff going back and forth behind the scenes replying to comments that attendees are making during the presentation. All people really need is an acknowledgement. This person also responds to common questions that come up. If it's a webinar of his own, Jay already knows the objections that are going to come up. You should as well.

Prior to the presentation, Jay will have all the objections that he expects listed in a document. This could be a Google doc or a simple text file. Just use whatever's available to you. List the common objections that you know are going to come up time and time again. How do you know that they are going to come up? Well, you've probably seen them before in the chat box or in the attendee report. You can see all of the comments that are left by the attendees. Take the top half-dozen and come up with stock boiler plate responses to them, addressing their objections.

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Jay will also have his staff member flag questions. These are good questions that he's going to try and follow up on after the presentation and after the pitch. Jay typically will not respond to questions prior to this, especially if he is presenting himself during the webinar. Lots of people like to address them as soon as they see them, but Jay says he gets really distracted if he tries to go back and forth between the chat box and his presentation.

Jay generally tells people that he will address their questions after the presentation. That's after the pitch and after he's dropped the link. After your entire presentation has been made, then you can circle back and answer all of the questions people have asked. You will want to reframe them in a way that's going to incentivize people to purchase your product.

In conclusion, you'll want to have someone on your team that can respond to questions and interact with the participants as well as flag questions for the Q&A at the end. Have them working in the background so that you don't have to worry about any of this stuff. Your job is just to present the content and the offer and sell them on the webinar.

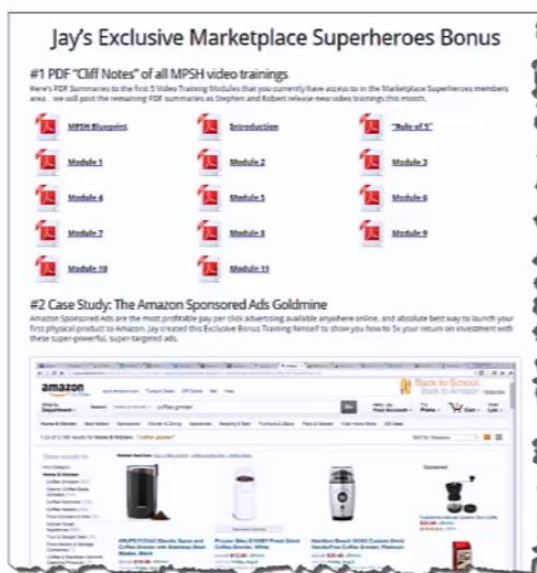
Hack #12: How to Transition Your New Buyers from the Webinar to a Social Setting

How to 2x Your Webinar Sales

(during the webinar...)

Hack #12:

After the pitch, show your bonus page and tell buyers that you'll deliver it in your Facebook Group right now if they type "I'm in!" into the chat box...



This is where that bonus page comes into play. After the pitch in the live webinar and after the link has been dropped in the chat box, you can present any bonuses that you have. These bonuses are meant to sweeten the deal. Jay likes to go over the top with his bonuses, and he likes to deliver amazing value, whether it's an offer of his own or an affiliate offer. To a certain extent, his folks have come to expect huge bonus packages which carry real value and are super-relevant and targeted to the offer they are added to.

Jay is happy to create these large bonus packages. It usually doesn't cost him much money, if any at all, to get these bonus pages up and put together. These bonuses usually consist of content that Jay already has, and he's happy to do whatever it takes in order to get people to jump off of the fence and purchase the webinar offer.

Anyway, after the pitch Jay normally heads over to the bonus page that he has put together for the offer being presented. He walks through it for people and talks about each and every

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aspect of it. He lets people know why each part was included and why he feels it is relative to the offer. Often, he'll explain how the bonus completes the offer and maybe even fills in some of the holes of the original offer.

Furthermore, Jay will tell his audience "If you have already jumped in and grabbed this amazing webinar offer and you want my bonus right now, I'm happy to deliver it. All I want you to do is type 'I'm in' into the chat box, and I'm going to deliver this bonus to you within 60 minutes of the webinar being completed. Jay actually does this by taking them over to his JJ Fast Webinars Facebook group. You'll discover how to do this in the next section.

Hack #13: How to Generate Dozens of Product Testimonials Instantly on Facebook

How to 2x Your Webinar Sales (during the webinar...)



Hack #13:

Send buyers this message privately in the chat box:

“Hey _____ congratulations! Would you mind heading over to my Facebook page and leaving a post there to let me know why you jumped in today? Thanks, I really appreciate your feedback, here's that link: <https://www.facebook.com/groups/YourGroup/>”

This is where you're going to see how some of the parts and pieces of the campaigns that Jay has been describing start to fit together. In the last portion of the training, you learned how he incentivizes people to not only buy the offer by showing them the bonus page he's put together for them. He also gets them to leave a testimonial for the product that he has just purchased over on his JJ Fast Webinars Facebook page. He does this simply by copying and pasting a message in the chat box for anyone who has raised their hand and said “Yes, I'm in.” The message that Jay uses is shown above. It states:

“Hey _____ congratulations! Would you mind heading over to my Facebook page and leaving a post there to let me know why you jumped in today? Thanks, I really appreciate your feedback, here's that link: <http://www.facebook.com/groups/YourGroup/>”

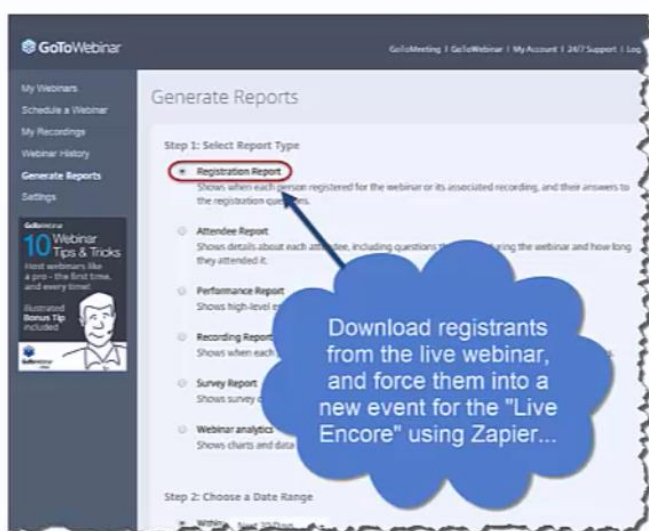
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Jay sends this message to each person privately, behind the scenes. Usually the amount of testimonials he gets depends on how well the webinar converted and how many sales he makes. Sometimes dozens of folks will head over to his Facebook group and leave a really nice testimonial on why they jumped in and why the offer way perfect for them. At times they will describe how they plan on using what's being offered in the webinar. These testimonials are golden for several reasons, not the least of which is that they are showing up in the inboxes of everybody who is receiving notifications for that JJ Fast Webinars group.

There are almost 10,000 people in this group. Now, imagine how many thousands of people are logging into their email client and seeing a stream of comments flooding into their in box. Most people become curious about what's going on in the group. Lots of people end up clicking through and reading the testimonials. Of course, Jay always posts the buy link for the current offer within the Facebook group as well. This not only results in Facebook posts being left, but email notifications being sent out directly from Facebook to everyone that's a member of Jay's group.

Hack #14: How to Turn Organic Social Proof Into Even More Sales (Outside of FB)

How to 2x Your Webinar Sales (after the webinar...)



Hack #15:

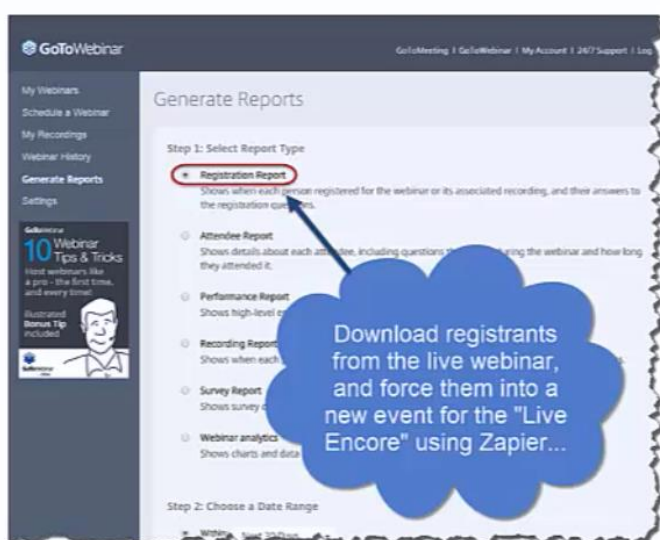
Have a “live encore” rebroadcast of the same webinar presentation the next day (preferably at a different time than the original Live Thursday night webbie... I’ve found that Friday @ 2 pm EST is a great time for this...)

The plot thickens. You may remember that Jay hired a writer to create summaries of his webinar presentations. This is where the Facebook testimonials go. He simply uses a screen capture program to add them to his documents. This provides him with tremendous amounts of social proof. This is third-party proof of buyers that are purchasing the webinar offer and are completely thrilled to be inside. Sometimes Jay ends up with over 10 pages of these screenshots. That really makes an impression when people page through the PDF summary for an offer that they may or may not buy. Again, this wouldn’t be possible unless you were able to generate some testimonials on the spot, on a live webinar, via the Facebook group.

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Hack #15: One Trick to Increase Your Sales by 35% (Before Mailing the Replay)

How to 2x Your Webinar Sales (after the webinar...)



Hack #15:

Have a “live encore” rebroadcast of the same webinar presentation the next day (preferably at a different time than the original Live Thursday night webbie... I’ve found that Friday @ 2 pm EST is a great time for this...)

The day after the live presentation, instead of just mailing out to the replay which he use to do, Jay holds a live encore of the very same presentation. It’s basically just a rebroadcast of the recording, except he’s doing it live. He’s actually making it another GoToWebinar event. He tries to do it at different times. For example, if he has his original live webinar on Thursday night at 7 pm Eastern Time, he finds that a good time to set up the live encore is the next day. He might set it up for Friday at 2 pm Eastern Time. You’d be surprised how many people are actually willing to log in on a Friday afternoon and watch a full-length webbie. Maybe they are playing hookie at work, who knows? That’s a time that Jay has discovered to work really well for lots of people.

There are several different ways to set this up inside of GoToWebinar. One way to set this up is as a recurring webinar, but Jay prefers not to do that because there’s a dropdown on the registration form that people can see that the webinar’s available at two different times and

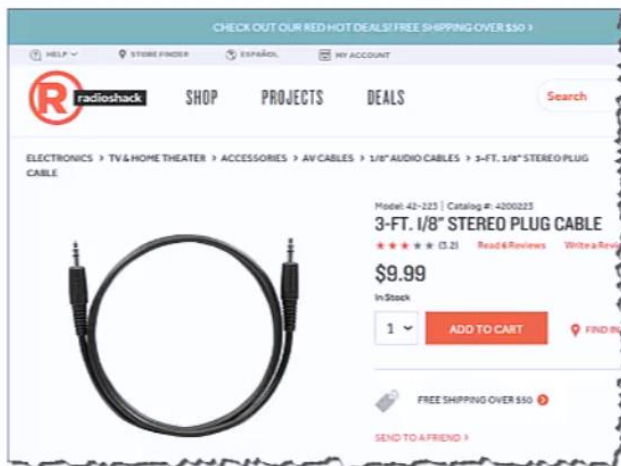
[Click Here to Schedule a 15-Minute Call with Jay to Help You Explode Your Webinar Sales](#)

that can be confusing. When Jay has done this in the past, he gets lots of emails that say “Hey, which time is it? I can’t make this one.” Jay doesn’t like to do that. He likes people to have one single choice; he wants people to tune in at one single date and time for a single live event.

Another way to do it is to go into the GoToWebinar event editor and change the time and date right before you go live. That can be confusing as well, and Jay doesn’t really like changing that information right before the webinar. What he prefers to do is download the registration report after the live event and force them into a brand new event, using a program called Zapier, and set it up for the following day. If you’re wondering how you actually set up this live event, Jay says that he doesn’t know how that works. He’s never done this personally. He’s sure that he could figure this out, but he chooses not to.

How to 2x Your Webinar Sales (after the webinar...)

Hack #15:



I have a service to record all my webinars and set up these rebroadcasts for me (it’s the best \$100 you’ll ever spend for your own webinars, because these “Live Encores” typically add 25% to total sales)

~ FYI contact Ely @ : webinarwizards@gmail.com
(he’s usually booked...just tell him that Jay sent you ;)

What Jay does instead is hire someone to set up all of these webinars for him. They record the original live webinar on Thursday night. They tune in and they set up the rebroadcast on Friday afternoon. To do this, they use some kind of patch cable that looks like the one in the screenshot above. Jay says that he honestly doesn’t know how to do this, but he recommends that you hire someone to. That way, this is one more thing that you can get done, but you don’t have to worry about it. Jay uses a person named Ely for this. His email address is shown

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above. It's WebinarWizards@gmail.com. He's typically pretty booked up, but if you tell him that Jay referred you to him, he might take you on as a client as well.

Hack #16: How to Get Thousands of Clicks & Eyeballs to Your Offer On the Last Day

How to 2x Your Webinar Sales (after the webinar...)

Campaign	Recipients	Sent	Unique Opens	Unique Clicks
My most profitable Amazon business? - (THIS email is more than Kindle...)	17,916	3 weeks ago	1,430 opened	279 clicked
the #1		2 weeks ago	2,444 opened	412 clicked
		1 week ago	3,090 opened	541 clicked
		1 week ago	3,922 opened	679 clicked
		1 week ago	3,722 opened	754 clicked
Today's Live Hot Seat/GSA	324	2 weeks ago	42 opened	11 clicked
NEW DATE: Live Hot Seat/GSA - TOMORROW	134	3 weeks ago	45 opened	10 clicked
Now PDF Inside - 27 Free Public Domain Image Sites (unlimited free images...Wood)	57,608	Sat, Apr 18, 2015, 12:39PM	4,408 opened	1,000 clicked
NEW DATE: Live Hot Seat/GSA - MONDAY	136	Fri, Apr 17, 2015, 12:39PM	55 opened	12 clicked
(WORKSHOP REPLAY) - How To Turn Unlimited, Free CONTENT (info hard cold cash...)	57,649	Fri, Apr 17, 2015, 09:23AM	3,292 opened	701 clicked

Hack #16:

Mail out 3 times on Sunday before you close out the offer: the first being the PDF Summary of the webbie presentation FYI I call it a:

- PDF Cheatsheet
- PDF Guide
- Cliff Notes, etc....

At this point, you will have set up your webinar, promoted it, and held your live event. You've also held a rebroadcast or live encore. Typically, the day after all of this is a Saturday, and Jay sends out a live replay. He sends out a replay two or three times. The next day is Sunday, and that's when Jay closes out his campaign. This is always a logical time, and his subscribers know that this is the case at the end of each weekend. After that, the webinar offer is going to be gone, and believe it or not, Jay usually makes about half of his sales on that last day.

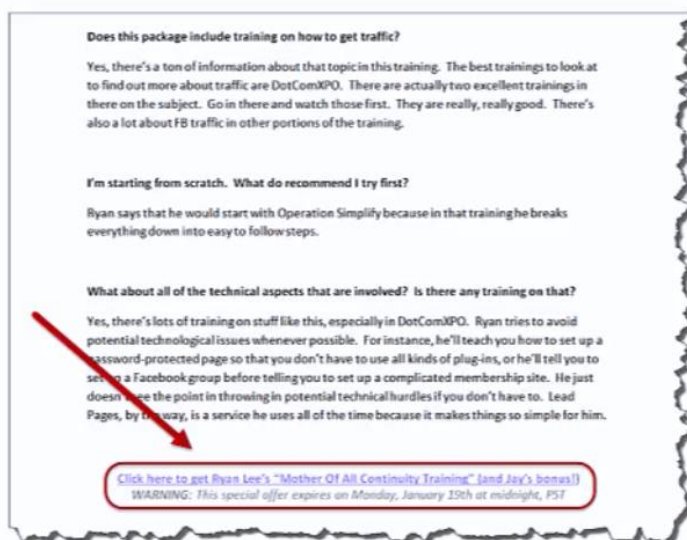
Jay has a countdown counter on the replay page so that people can see how much time is left. They know that the offer will be gone soon and that they need to make a move. It's that kind of real time scarcity that drives tons of sales on that last day. There's another thing that he does on that last day that reengages lots of people who may have missed the original webinar, and the live encore, and the replay. Jay sends out a PDF summary first thing on Sunday morning.

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This is the very same document that he had his writer create and that he added all those testimonials to. Believe it or not, sometimes he gets almost 2,000 clicks to this document. These are people that missed the original webinar and wouldn't sit down and watch a two-hour recording. However, they are thrilled that Jay compiles all of this information in a single document and sends it out in a PDF format. It's a completely different modality, and it really changes things up on the very last day. It reengages people and gets the offer in front of hundreds and sometimes thousands more people that could otherwise care less about sitting around and watching a video.

In your PDF summary, don't forget to add a call to action in the footer. This is really easy to do in MS Word or any other word processing program. Jay typically uses a call to action that says something like "Click here to access...", and then he includes a warning telling his audience when the offer is going to expire. An example of this is shown below. Make sure to include a live link in the footer that people will be seeing within the footer of each page of that document. You don't just want folks to consume this information; you want them to click through to that offer page from that hyperlink in the PDF.

How to 2x Your Webinar Sales (after the webinar...)



Hack #16:

(Don't forget to include a Call to Action and a live link to the offer page in the footer of the PDF...)

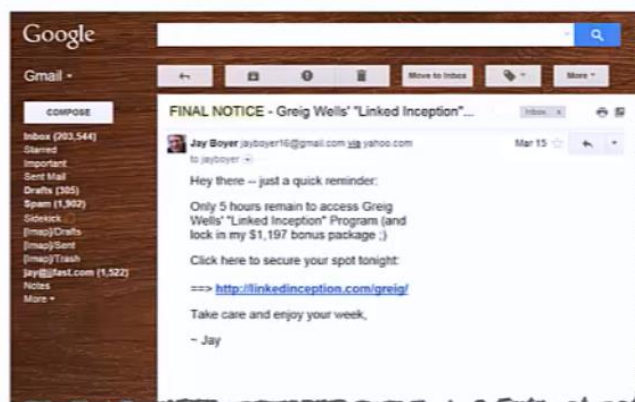
[Click Here to Schedule a 15-Minute Call with Jay to Help You Explode Your Webinar Sales](#)

How to 2x Your Webinar Sales

(after the webinar...)

Hack #17:

Close out the campaign with a short “Last Call” email message about 5 -6 hours before midnight on Sunday, linking out directly to the offer page (not the replay...)



This is “money time,” according to Jay. This is where he sends out a ‘last call’ message that he sends out about five or six hours before his replay page and his webinar offer shuts down at the end of the weekend. This is the third email that he sends out on the final day. The first one, again, is a PDF summary. That usually goes out at about 8 or 9 am. The second email includes the same PDF and the video replay link. That typically goes out in the early afternoon when people are getting back from church and things like that.

The final message is short and sweet, and it goes out hours before the cart closes and the webinar offer ends at the end of the weekend. There’s nothing promotional about this last email. At this point, Jay assumes that anyone who is interested in the offer at all has either watched the replay, the original webinar, or reviewed the PDF. So, this last email is short and to the point. He usually begins this message saying something like “final notice”, or “last call”, or “closing in five hours”, followed by the name of the webinar offer.

The message itself is just a very brief call to action. He usually just says something like “Just a quick reminder that there’s only five hours left for you to access ‘such and such’ course. Click here to secure your spot before this disappears at midnight tonight.” This is followed by the link directly to the offer page. Jay doesn’t direct them to the PDF or a replay page at this point. They are being directed right to the offer page. That way, nobody is confused about where to go or what to do and about what to do, and there’s no chance for leakage along the way. This also reinforces the fact that this is a time-sensitive offer that will be disappearing soon.

[Click Here to Schedule a 15-Minute Call with Jay to Help You Explode Your Webinar Sales](#)

Schedule a 15-Minute “Webinar Audit” with Jay

And there you go...



Start implementing any or all of these 17 “Hacks” into your current webinar campaigns, and I guarantee that you’ll see immediate spike in your registrations, attendance and conversions (woot!)

Jay has just revealed some of his best-converting webinar secrets. He’s covered a lot in this training series, and it may be a little overwhelming if you are brand new to webinars. Just think in terms of implementing two, or three, or just a handful of these techniques into your current webinar campaigns.

Of course, if you’d like to set up a 15 minute call with Jay to discuss how to:

- * *Implement* any of these 17 Webinar Hacks in order to double the sales of a current webinar offer of yours...
- * *Create* a high-converting 6 or 7-figure webinar of your own this year (even if you have no previous experience with them)...
- * *Generate* thousands of leads -- and add dozens of new clients every month -- to your business with a single webinar...

[Click Here right now](#) to set up a Free 15-Minute phone call with Jay and his team.

[Click Here to Schedule a 15-Minute Call with Jay to Help You Explode Your Webinar Sales](#)