

# 17 Money-Making “Webinar Hacks”



Jay "the webinar guy" Boyer

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

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# Who am I?



Jay "the webinar guy" Boyer

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- Hosted over 400 sales webinars since 2010...



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- Sold over 8 million dollars on live webinars...



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- Sold over 8 million dollars on live webinars...
- Earned as much as \$817k on a single promotion...

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# Who am I?



Jay "the webinar guy" Boyer

- Hosted over 400 sales webinars since 2010...
- Sold over 8 million dollars on live webinars...
- Earned as much as \$817k on a single promotion...
- Consulted w/some of the biggest marketers online...

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# What this training *is not*...



This presentation has absolutely **nothing** to do with the content of your webinar slides, pricing your offer, NLP pitch secrets, etc. (Russell's Perfect Webinar Template is awesome for that stuff...)

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# Here's what I'm covering...



Instead, in this presentation I'm going to show you how to completely optimize your entire webinar campaign -- from start to finish -- in order to **2x - 3x your sales** (w/some ninja tricks that nobody else is talking about...)

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# FYI, I'm talking about “boring” procedural stuff like:

1. Turning clicks into **registrations**...
2. Turning those registrants into **attendees**...
3. Turning those attendees into **buyers** (both during & after the live webinar).

**Is *that* something that you'd be interested in learning how to do?...**



Anybody want  
to double their  
webinar sales?

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# OK, let's get going!...



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# How to 2x Your Webinar Sales

(prior to the webinar...)

## ***Hack #1:***

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

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"

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# 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

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Wed, May 13, 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 "Silent Sales Machines" technique
- \* Put this entire process on autopilot & enjoy a "4-hour work week"

Do not miss this exclusive training...register below and see you there! ~ Jay Boyer

\*Required field

First Name\*

Last Name\*

Email Address\*

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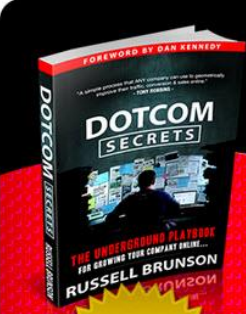


# How to 2x Your Webinar Sales

(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/t 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 65...)
- The one strategy you can implement RIGHT NOW to generate instant profits (page 15...)

**CLICK HERE to Grab This Free Book + Jay's \$47 BONUS!**

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

What Next?

Step #1

**IMPORTANT - Make Sure You Get the Replay to This Event!**

[CLICK HERE](#) to Join the "JJ Fast 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 jayboyer16@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.).

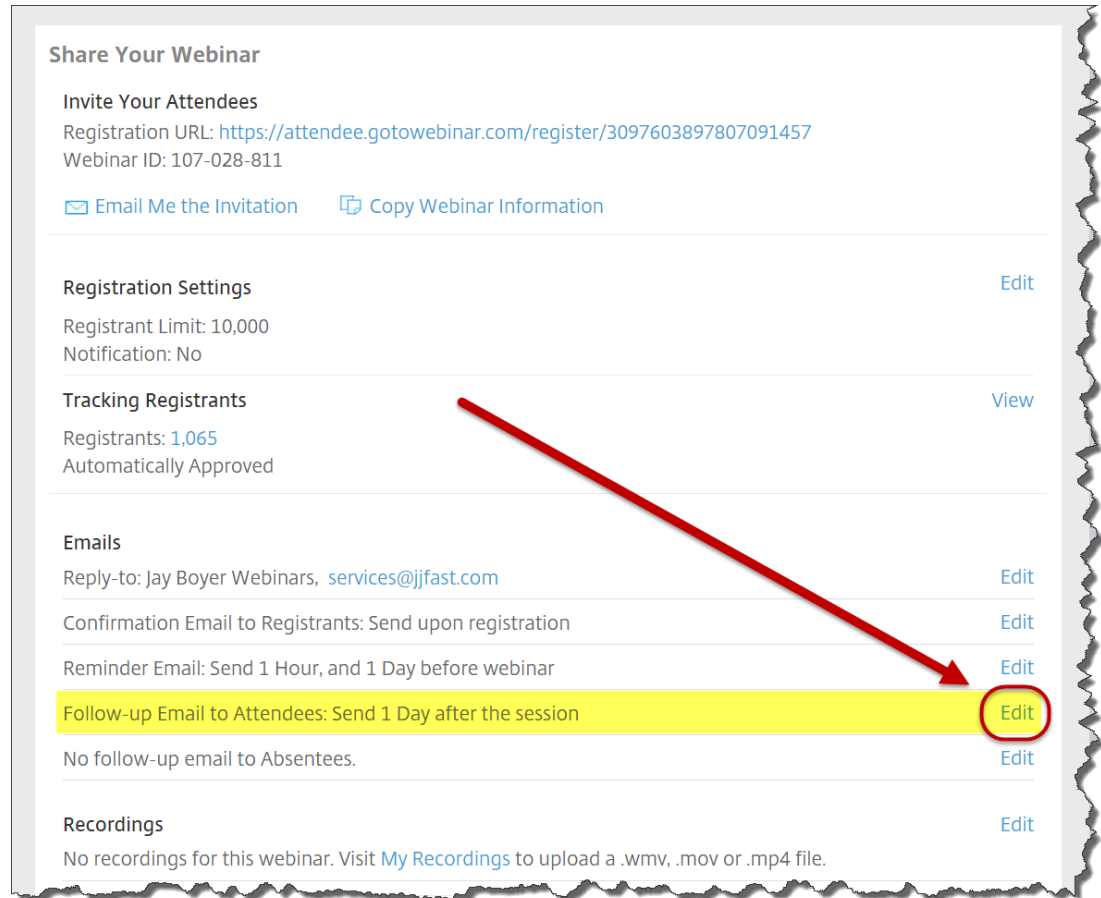
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# How to 2x Your Webinar Sales

(prior to 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)



**Share Your Webinar**

**Invite Your Attendees**  
Registration URL: <https://attendee.gotowebinar.com/register/3097603897807091457>  
Webinar ID: 107-028-811

[Email Me the Invitation](#) [Copy Webinar Information](#)

---

**Registration Settings** [Edit](#)  
Registrant Limit: 10,000  
Notification: No

**Tracking Registrants** [View](#)  
Registrants: 1,065  
Automatically Approved

---

**Emails**

Reply-to: Jay Boyer Webinars, [services@jjfast.com](mailto:services@jjfast.com) [Edit](#)

Confirmation Email to Registrants: Send upon registration [Edit](#)

Reminder Email: Send 1 Hour, and 1 Day before webinar [Edit](#)

**Follow-up Email to Attendees: Send 1 Day after the session** [Edit](#)

No follow-up email to Absentees. [Edit](#)

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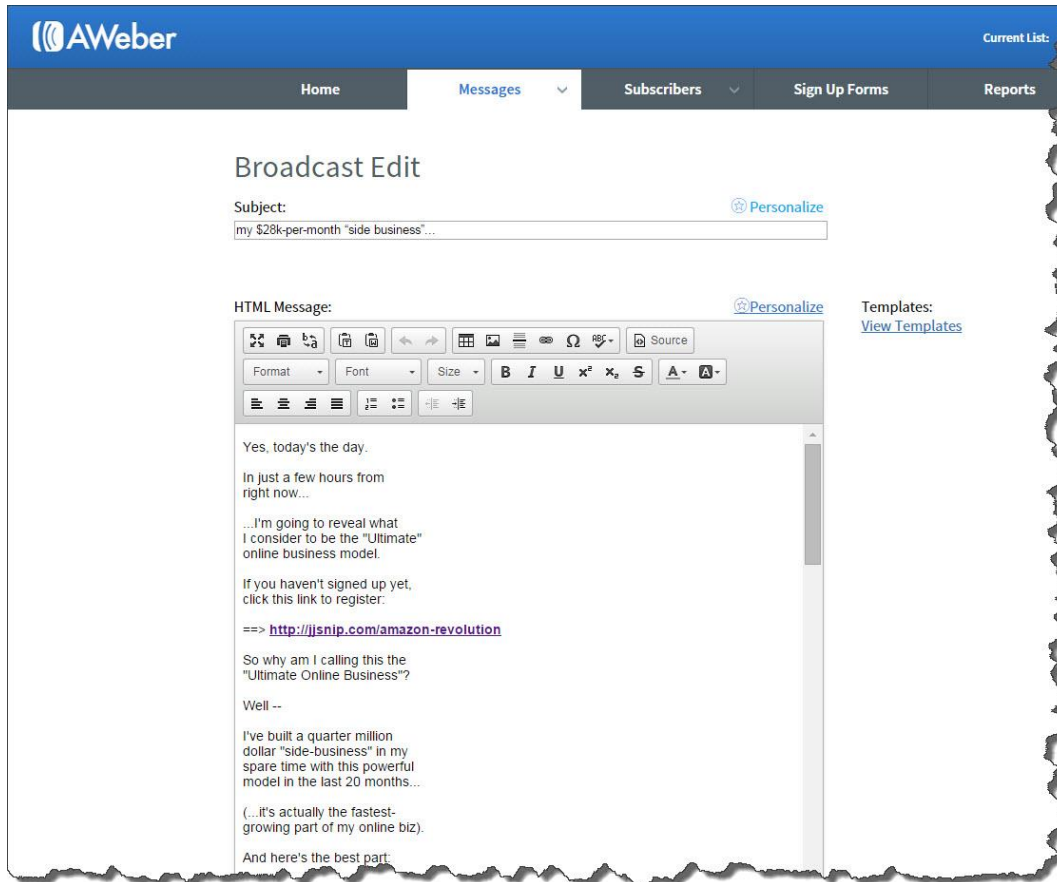
**Recordings** [Edit](#)  
No recordings for this webinar. Visit [My Recordings](#) to upload a .wmv, .mov or .mp4 file.

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# 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...)

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# 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).

Jay Boyer & Mike Long Present:

### 300 Students Are Earning at Least \$10k Per Month Inside This Secret Community of "Wealth Scientists"

[Discover How - Click Here to Register](#)

**Thursday, May 14th**  
4pm Pacific / 7pm Eastern

**Webinar Starts In...**

03	03	26	02
DAYS	HOURS	MINUTES	SECONDS

**WARNING:**  
LIMITED SPACE AVAILABLE

**Mike Long**  
8-Figure "Wealth Scientist"

**Jay Boyer**  
Founder: J.J. 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 to generate \$693,445 per year

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# 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).

These Facebook campaigns can result in hundreds of viral likes and shares...

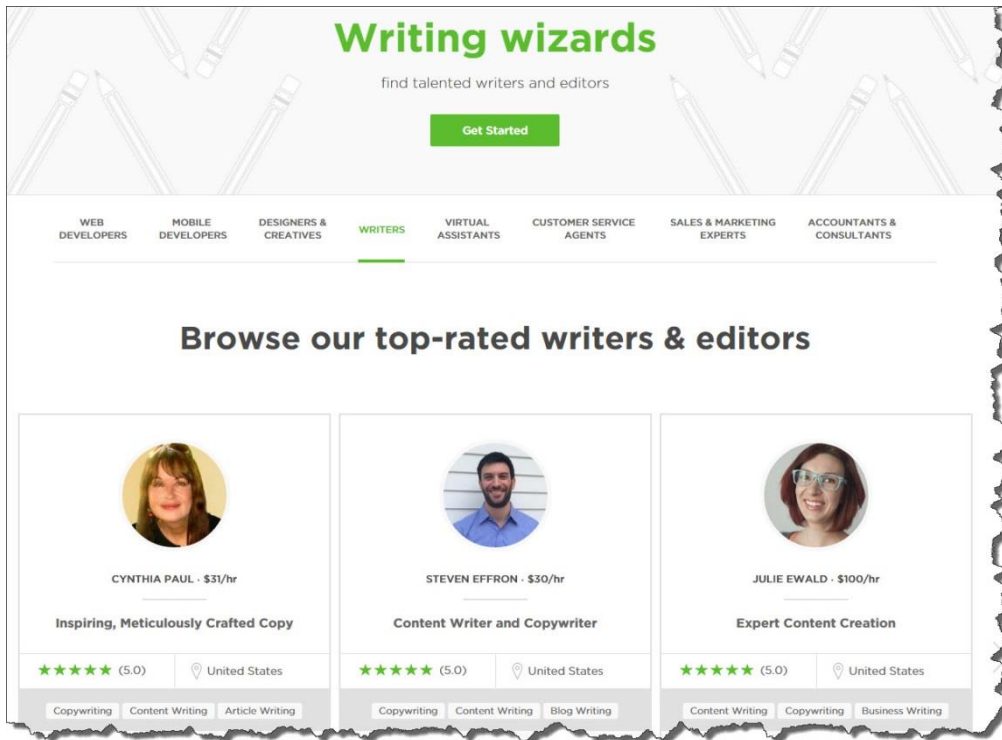


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# How to 2x Your Webinar Sales

(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...)

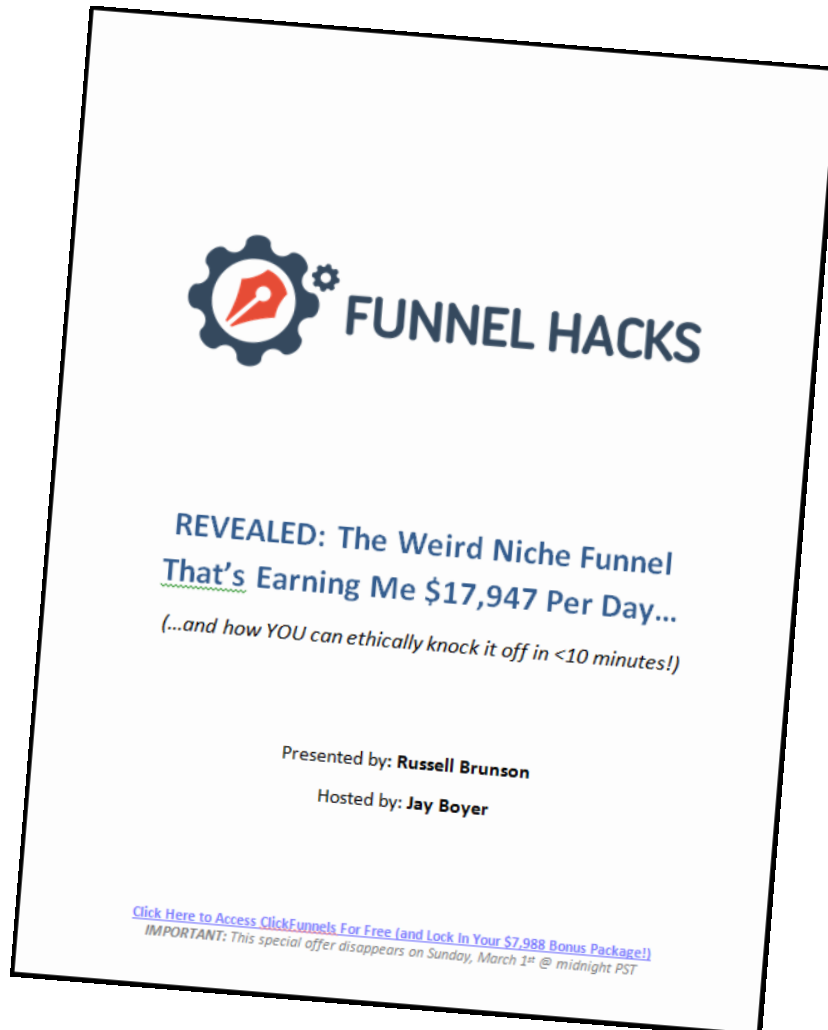
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(prior to the webinar...)

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# 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...)

**FOR THE FIRST 25 PEOPLE...**

You're going to get this Exclusive  
**Unannounced Bonus:**



*Again, this is **only** for the first 25 people that invest in right now on this webinar...click on the link in the chat box to lock it in!*

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# 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...



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# 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...

The screenshot shows the GoToWebinar interface. On the left is a sidebar with navigation options: My Webinars, Schedule a Webinar, My Recordings, Webinar History, Generate Reports, and Settings. Below the sidebar is a promotional banner for '10 Webinar Tips & Tricks'. The main content area is titled 'My Webinars > Manage Webinar > Title and Description'. It shows the current webinar title and description. The title field is highlighted with a red box and contains the text '[STARTING IN 2 HOURS] - 300 Students Are Earning at Least \$10k'. A red callout bubble points to the title field with the text 'Edit the title (i.e. STARTING IN 60 MINUTES) and check the "Notify all participants" box'. The 'Notify all participants of these changes' checkbox is checked. The 'Save' button is highlighted in blue.

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# 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)

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# 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...

### Jay's Exclusive Marketplace Superheroes Bonus

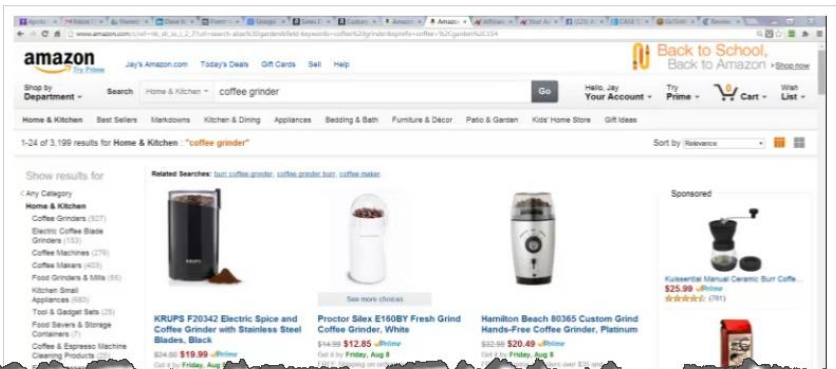
#1 PDF "Cliff Notes" of all MPSH video trainings

Here's PDF Summaries to the first 5 Video Training Modules that you currently have access to in the Marketplace Superheroes members area...we will post the remaining PDF summaries as Stephen and Robert release new video trainings this month.

 <a href="#">MPSH Blueprint</a>	 <a href="#">Introduction</a>	 <a href="#">"Rule of 5"</a>
 <a href="#">Module 1</a>	 <a href="#">Module 2</a>	 <a href="#">Module 3</a>
 <a href="#">Module 4</a>	 <a href="#">Module 5</a>	 <a href="#">Module 6</a>
 <a href="#">Module 7</a>	 <a href="#">Module 8</a>	 <a href="#">Module 9</a>
 <a href="#">Module 10</a>	 <a href="#">Module 11</a>	

#2 Case Study: The Amazon Sponsored Ads Goldmine

Amazon Sponsored Ads are the most profitable pay per click advertising available anywhere online, and absolute best way to launch your first physical product to Amazon. Jay created this Exclusive Bonus Training himself to show you how to 5x your return on investment with these super-powerful, super-targeted ads.



The screenshot shows an Amazon search for 'coffee grinder'. The search results include a sidebar with category filters, a main section with product listings, and a 'Sponsored' section on the right. The sponsored section features a 'Kulsharr Memorial Ceramic Burr Coffee' product with a price of \$25.99. The main product listings include a KRUPS F20342 Electric Spice and Coffee Grinder with Stainless Steel Blades, Black for \$19.99, a Proctor Silex E160BY Fresh Grind Coffee Grinder, White for \$12.85, and a Hamilton Beach 80365 Custom Grind Hands-Free Coffee Grinder, Platinum for \$20.49.

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# 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/>”*

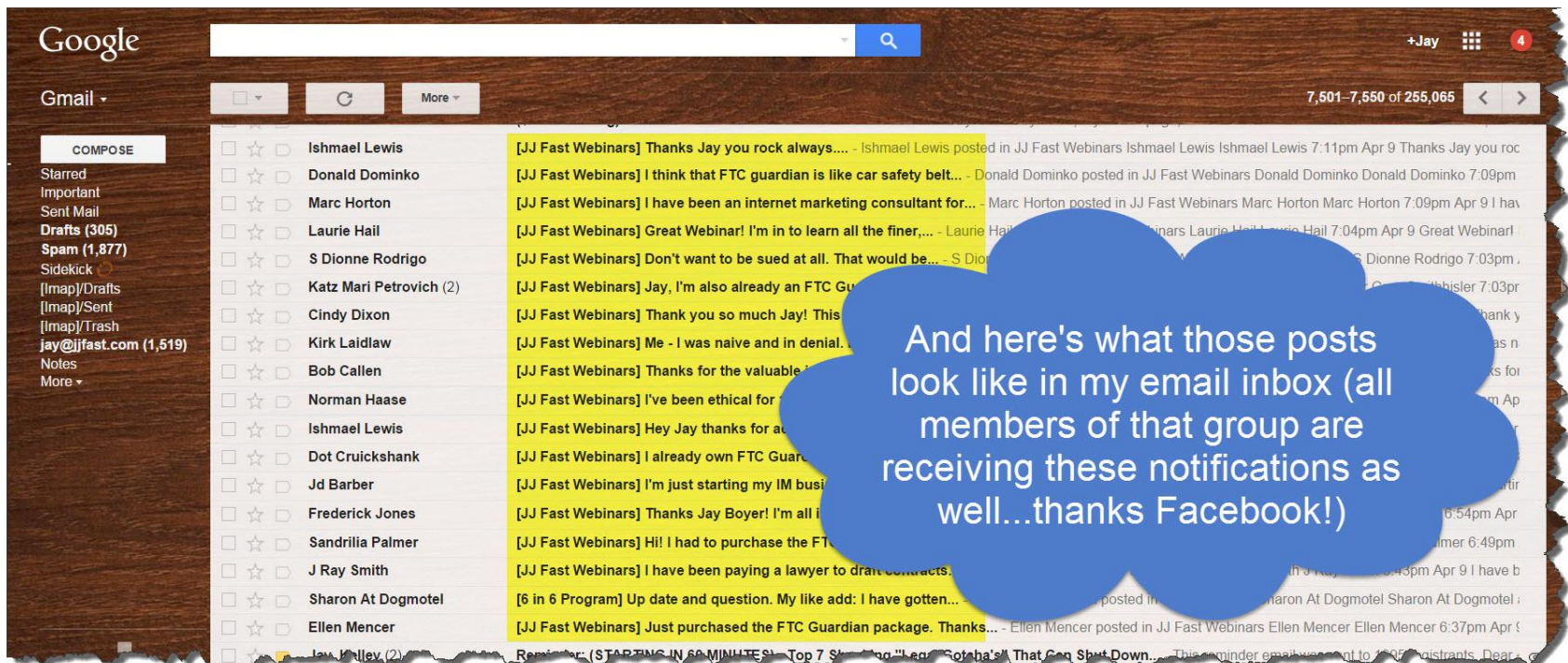
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# How to 2x Your Webinar Sales

(during the webinar...)

## Hack #13:



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# How to 2x Your Webinar Sales

(after the webinar...)

## Hack #14:

Take the testimonials that people leave in your Facebook group, and add them to the PDF Summary that you created of the webinar presentation (i.e. “What People Are Saying About This Amazing Offer...”)



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# 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...)

GoToWebinar

GoToMeeting | GoToWebinar | My Account | 24/7 Support | Log Out

My Webinars  
Schedule a Webinar  
My Recordings  
Webinar History  
Generate Reports  
Settings

GoToWebinar  
**10** Webinar Tips & Tricks  
Host webinars like a pro - the first time, and every time!  
Illustrated Bonus Tip included

GoToWebinar

### Generate Reports

Step 1: Select Report Type

- Registration Report  
Shows when each person registered for the webinar or its associated recording, and their answers to the registration questions.
- Attendee Report  
Shows details about each attendee, including questions they asked during the webinar and how long they attended it.
- Performance Report  
Shows high-level performance metrics.
- Recording Report  
Shows when each recording was accessed.
- Survey Report  
Shows survey data.
- Webinar analytics  
Shows charts and data.

Step 2: Choose a Date Range

Within:

Download registrants from the live webinar, and force them into a new event for the "Live Encore" using Zapier...

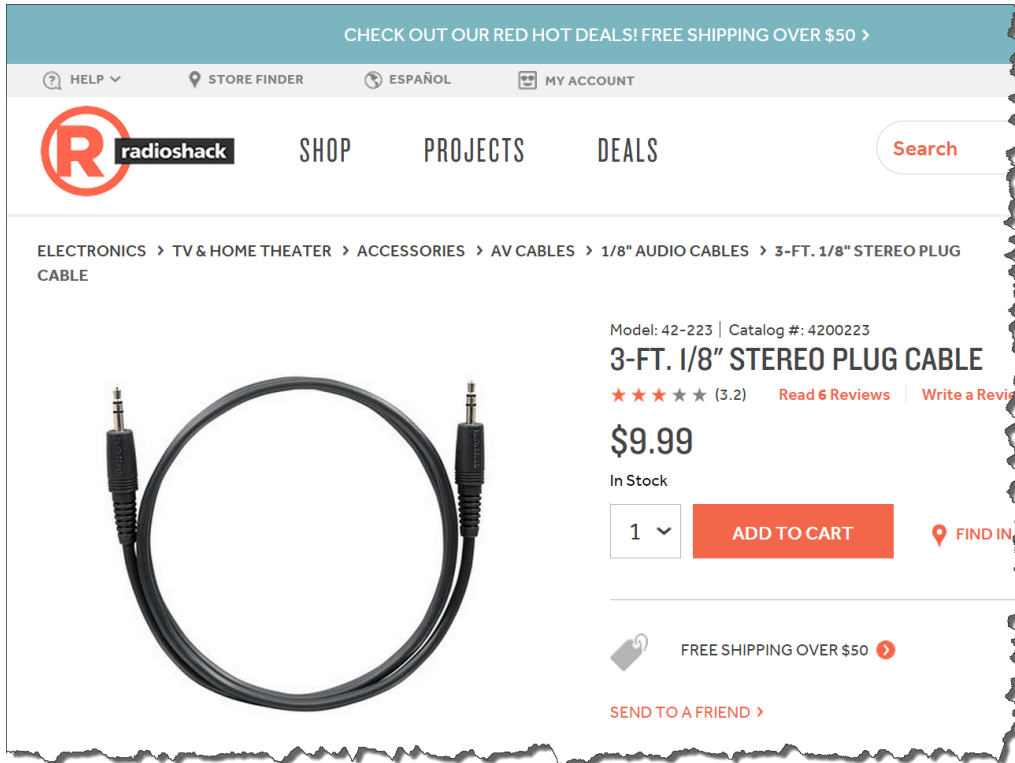
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# How to 2x Your Webinar Sales

(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](mailto:webinarwizards@gmail.com) (he's usually booked...just tell him that Jay sent you ;)

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# How to 2x Your Webinar Sales

(after the webinar...)

## *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....

I can generate up to 2000 clicks from a single email on the last day by mailing the "PDF Cheatsheet" version of the webinar presentation...

Campaign	Recipients	Sent	Unique Opens	Unique Clicks
Sent My most profitable Amazon business? - (THIS earns more than Kindle...)	17,916	3 weeks ago	8.01% 1,430 opened	1.56% 279 clicked
Sent the #1 product...		3 weeks ago	4.43% 2,444 opened	0.75% 412 clicked
Sent no...		3 weeks ago	5.43% 3,090 opened	0.94% 541 clicked
Sent		ago	6.93% 3,822 opened	1.59% 879 clicked
Sent (IMPOR...		weeks ago	6.48% 3,732 opened	1.38% 794 clicked
Sent Today's Live Hot Seat/Q&A -	134	3 weeks ago	31.82% 42 opened	8.21% 11 clicked
Sent NEW DATE: Live Hot Seat/Q&A - TOMORROW	134	3 weeks ago	33.58% 45 opened	7.46% 10 clicked
Sent New PDF Inside - 37 Free Public Domain Image Sites (unlimited free images...Woot!)	57,608	Sat, Apr 18, 2015, 12:00PM	7.65% 4,408 opened	3.12% 1,800 clicked
Sent NEW DATE: Live Hot Seat/Q&A - MONDAY	136	Fri, Apr 17, 2015, 12:39PM	40.44% 55 opened	8.82% 12 clicked
Sent (WORKSHOP REPLAY) - How To Turn Unlimited, Free CONTENT (into hard cold cash...)	57,649	Fri, Apr 17, 2015, 09:27AM	5.71% 3,292 opened	1.22% 701 clicked

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# How to 2x Your Webinar Sales

## (after the webinar...)

Does this package include training on how to get traffic?

Yes, there's a ton of information about that topic in this training. The best trainings to look at to find out more about traffic are DotComXPO. There are actually two excellent trainings in there on the subject. Go in there and watch those first. They are really, really good. There's also a lot about FB traffic in other portions of the training.

I'm starting from scratch. What do you recommend I try first?

Ryan says that he would start with Operation Simplify because in that training he breaks everything down into easy to follow steps.

What about all of the technical aspects that are involved? Is there any training on that?

Yes, there's lots of training on stuff like this, especially in DotComXPO. Ryan tries to avoid potential technological issues whenever possible. For instance, he'll teach you how to set up a password-protected page so that you don't have to use all kinds of plug-ins, or he'll tell you to set up a Facebook group before telling you to set up a complicated membership site. He just doesn't see the point in throwing in potential technical hurdles if you don't have to. Lead Pages, by the way, is a service he uses all of the time because it makes things so simple for him.

[Click here to get Ryan Lee's "Mother Of All Continuity Training" \(and Jay's bonus!\)](#)

*WARNING: This special offer expires on Monday, January 19th at midnight, PST*

## **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...)

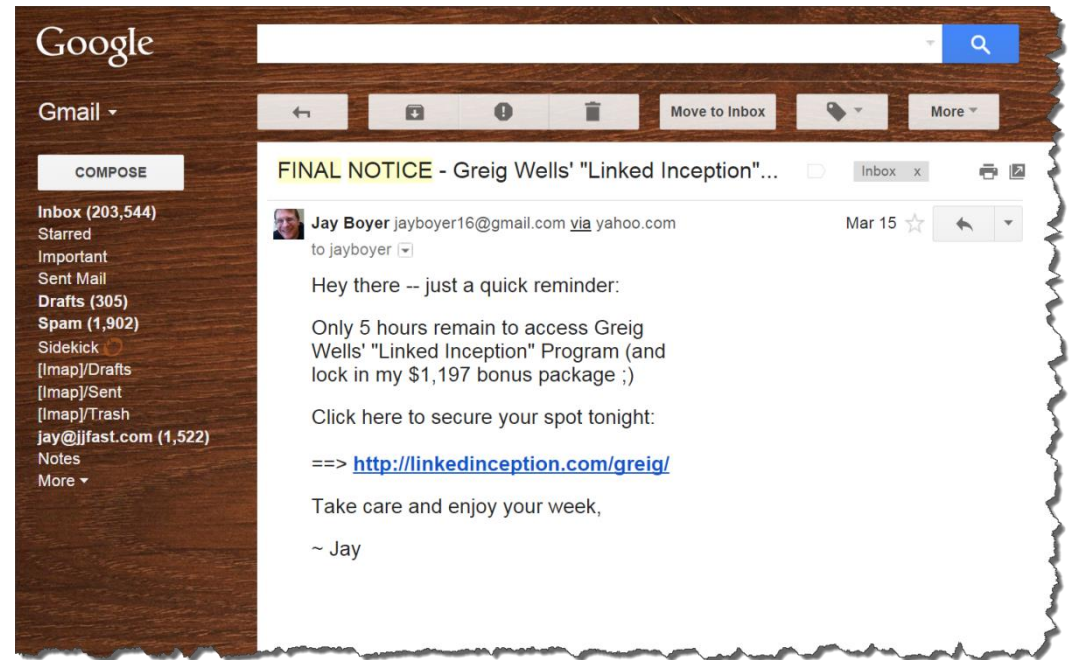
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# How to 2x Your Webinar Sales

(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...)



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# 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 "the webinar guy" Boyer

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

# Click the link at the bottom of this page to set up a free 15-minute call with Jay, and discover how to:



Jay "the webinar guy" Boyer

- 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 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...

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