

ONE *to* MANY

THE SECRET TO WEBINAR SUCCESS

by Jason Fladlien



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ONE TO MANY

The Secrets to Webinar Success

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CHAPTER FOUR



WHAT IS CONTENT ANYWAY?

Is it possible to give the best information your audience has ever heard about a topic on a webinar, yet not make a single sale?

Yes, I've done it before.

Education for education's sake doesn't cut it when it comes to making webinars convert. Presenters mistake education with providing value. Try to educate a pig on geometry. You'll fail *and* annoy the pig.

On the flip side, is it possible to provide no actual substance whatsoever, not one lick of value or education, and have people buy at the end of the webinar? Sadly, yes. Just look at timeshare pitches.

They work, but I don't jive with beating your prospects into submission, having them roll over and declare "I give up!" as they hand you their wallet, willing to pay just to get away from you.

There is a way to provide value and educate, while simultaneously creating demand for your offer at the end of the webinar.

To understand how to do this, let's first look at how *not* to do it.

When it comes to making money in e-commerce, you only need three things: leads, conversion, and fulfillment. The world's best e-commerce website with the best product will make exactly zero dollars if no one knows that website exists.

Every website needs web visitors, commonly referred to as "traffic." This is something many e-commerce companies lack, are desperate for, and are willing to spend money to remedy. You can potentially make a lot of money selling a traffic solution on a webinar.

I knew that way back in 2009 when I devised my first webinar on driving website traffic. Being a good small-town Iowa boy, I also decided to "over-deliver." I wouldn't teach them one or two or three ways. I'd teach them *four* different ways to drive traffic. Yes, four separate and distinct methods they could employ, because the more the better, right?

Wrong. What you'll discover about offering solutions people would pay for is twofold: (1) the outcome is far more important than the process, and (2) they just want relief.

Why do they need four different approaches when one would suffice? This is the paradox of value; less is more. Your audience just wants something simple they can immediately wrap their heads around.

Your content should accomplish the following: provide one clear, easy path to achieve a solution that they feel good about moving forward with the first time they hear about it.

This leads me to the second big mistake I see being made during the content section of a webinar.

KNOWING AND FEELING

I probably heard this quote by Jim Rohn fifty times before I really understood it. "It's not just what you know...it's how you feel about what you know."

Most presenters share *too much* information and leave their audience confused instead of excited.

If you are a subject matter expert, you face a serious challenge. How do you bridge that gap between your unconscious competence and their unconscious incompetence?

You do it in iterations. When I first create the content section, I do not censor myself. I intentionally put in more than I need. Why? Getting rid of slides is much easier than adding slides later.

The first time you create your content section, it is likely you will put two to five times more content in there than you can deliver. As an expert, your knowledge on your subject matter is vast. You know so many different things that could help them. In your mind, it flows freely and easily, but the speed of thought is much different than the speed of being taught.

You'll discover what you thought was forty to fifty minutes of content ends up being ninety minutes or longer! Usually, ninety minutes of content is too long. It's also too much.

You are playing a dangerous game of creating confusion in your attempt to over-deliver. Don't let your audience fool you. They will wax poetic about how your webinar was incredible, amazing, and life-changing. But they're lying. If it were true, why didn't they buy?

Once you understand that real learning *only* occurs if it leads to behavior change, it will revolutionize how you deliver content on your webinars.

What causes true behavioral change? Emotion. It's not just what you know, it's how you feel about what you know.

TEACHER AND STUDENT

I lucked out. I was raised by teachers.

My dad's teaching acumen at the local high school was legendary. He mostly taught business classes, which is ironic because he never *really* ran a business in his life, other than the painting he did in the summer between school years.

Yet, I can't tell you how many times we'd be out at a restaurant and someone would come up to my dad and tell him how much of an impact he had on them. My dad would never say this because he's far too humble, but in the time he taught at Muscatine High School, I guarantee you more people said he was their favorite teacher than any other teacher in the history of that school.

When these people would come up to my dad, they never talked about how he inspired them to keep better records (he taught in Record Keeping I and II). They never talked about how his insights into accounting made them want to be accountants. His Introduction to Business class probably didn't inspire a single person to create a business. When these former students talked about the impact my dad had on them, they didn't talk about what he taught. They talked about how he was the only one who would cut them a break. They talked about how he believed in them. How he made learning *fun*.

You'll find me repeat this word over and over: context. Con-

text is everything. In school, you have a lot of kids who are *forced* to go to these classes and don't really want to, learning from a teacher who frankly doesn't make much money and has to deal with administration politics on a regular basis. Making that situation fun goes a long way.

On a webinar, the context is different. You have people who want to be there, who are serious about doing something to change some aspect of their life. Yet they are scared.

Give me two people—let's call them Dan and Tanya. Dan has below-average intelligence, while Tanya is in Mensa. Dan works about seventy hours a week at two low-paying jobs to make ends meet. Tanya is a trust fund baby; she has more time and money than she knows what to do with. Dan has never really displayed any talent or skill or excelled at anything in life. Tanya has a whole trophy case full of awards in a variety of different sports and academia.

Both Dan and Tanya want to lose weight, and you have a weight loss system that you know would work perfectly for both of them. When you show it to Dan, he has total confidence he can do it, and he's so jacked up about starting it that he can't sit still. When you show it to Tanya, she's nervous about whether she can do it or not and is scared to get started.

Who's most likely to be successful with benefiting from this weight loss system?

It doesn't matter that this system may take a *lot* of time to follow. It doesn't matter whether it's \$1,000 to get going with it. It doesn't matter how hard or easy it is to understand. Dan will be far more likely to succeed because of how he *feels* about it. Even if he has fewer resources and less intelligence, time, and ability than Tanya.

When most webinar presenters teach, they do nothing to consciously manage the emotional states of their attendees. They let Dan feel how he feels and Tanya feel how she feels, and they hope somehow those feelings align with the offer at the end.

When constructing the content section of your webinar, it's okay the first time to spew out way too much content in terms of the length of time it will take you to deliver it—because you'll polish it down. *As you polish*, you also repeatedly do ecological checks.

ECOLOGICAL CHECKS

An ecological check is a Neuro-linguistic Programming (NLP) concept that helps you check your own feelings as they relate to deciding a course of action to take. I've used this same technique, but put myself in the shoes of my attendees.

When doing ecological checks on your webinar content, here are some of the things you look for:

- What emotional state does this put them in?
- What are the downsides of acting or thinking about acting on this?
- How does this make them feel about the future?
- Why is this better than doing nothing at all or doing something completely different?
- How important is this anyway? Does it truly matter?
- How does this relate to the beliefs and values they likely hold true?
- What is the price they'll pay in effort to realize this, and is it worth it?

The first time I go through the content section, I'm not consciously thinking about any of that stuff. I'm just putting as much "how to" as I think is appropriate. On the second pass through of the content section, I whittle it down by getting rid of the superfluous, while molding the content to fit in with the emotional states I feel are most likely to make a sale later in the webinar.

Finally, I punch up the remaining content to heighten the emotional states that will help empower my audience into action, while bringing them closer to buying what I'm selling at the end of the webinar.

The following are universal emotions that I most often rely on in my webinars and that you're likely to encounter as you create your content.

FEAR

This emotion costs more sales than any other. No matter how much someone wants something, if they're scared of the potential consequences, they'll more than likely do nothing at all instead of trying to improve their current position.

A big fear is being embarrassed. What will others think of them? Most people's identities are wrapped up in how others perceive them to be, so they'd rather not jeopardize this identity if they don't have to. Is any portion of your content creating fear, and if so—should you get rid of it? Or if you keep it—can you minimize or remove that fear?

Equally or arguably more important is the flip side. Can you associate that fear with *inaction*—the listener *not* doing what you're saying? Can you show them how the future will continue to get worse if they don't do what you're telling them to do?

Make the fear of inaction stronger than the fear of trying something new and unknown.

CONFUSION

There's a saying that a confused mind says no. That's not accurate. A confused mind usually doesn't say anything because it's too confused to say yes *or* no.

Later, I'll show you how we use a technique called “road-

mapping” to present content in a way that automatically diminishes the ability for the prospect to become confused. In addition, as you edit down your content section, make sure what you are showing them will create confidence and not confusion related to your topic.

Your goal is to present your content in a way that removes confusion and uncertainty.

ENTHUSIASM

Ever been struck with an idea so compelling you dropped whatever you were doing to immediately pursue it?

That’s the kind of enthusiasm you want to foster in your content. How can you share your content so it’s harder for the attendee to *sit still* than to act on the content?

Your voice is one of the best ways to create enthusiasm. On my webinars, you can hear the excitement in my voice. It becomes contagious! If you’re excited to teach it, they’ll be more excited to learn it.

Showing and expanding upon positive outcomes creates enthusiasm. What’s good about this for the attendee, once they know it? What’s better in the world as a result of them doing what you’re showing? How does their future improve and when will those results start to show up?

SAFETY

Can you teach in a way that eliminates downsides and maximizes upsides? Show them that *not* doing what you're teaching is the least safe option. Expand safety outside of the attendee and relate it to the world around them.

Trust is one of the easiest ways to create safety—which is why we spent so much time on establishing your authority at the beginning. Make sure you maintain that authority throughout the content section as well, because otherwise you can jeopardize that feeling of safety.

ANGER

If you can get people upset at something and then show how your content is either a way to release that anger or that your technique destroys something morally outrageous—a great injustice—more people will act on that than just about anything.

Mob mentality is a powerful motivator.

One word of caution: anger can easily turn against the person who is inciting it. If you choose to use this emotion directly, be *careful*.

With that said, my favorite way of using anger is to get them upset with me about something. I'll say something

like, “Doesn’t it make you mad that someone like me with little college education, no formal business training, and a high, nasal-voice can do this and you can’t? What do you think the difference is...?”

By getting them fired up to *prove me wrong*, it increases their desire to buy my product. I hope they do prove me wrong!

LONELINESS

Henry David Thoreau is often quoted as saying, “The mass of men lead lives of quiet desperation.” They rarely quote the rest of it: “A stereotyped, but unconscious despair is concealed even under what are called the games and amusements of mankind.”

Keyword: concealed. This concealment makes it hard to relate and connect to the world around them, and as such, they experience one of the most cutting emotions of all: loneliness. That is their desperation. As Janis Joplin put it, “On stage, I make love to 25,000 different people, then I go home alone.”

When creating your content, you have to make sure that it doesn’t create a feeling of isolation or risk increasing loneliness or disconnection. On the other hand, if you can show them how what you teach them is the remedy for this disconnection and discontent, you can sell practically anything to that audience.

Now that we've discussed the emotional context of the content section, let's break down how to construct the actual content.

CHAPTER FIVE



CLEARLY DEFINED OUTCOMES

Fuzzy targets don't get hit. How can you expect your audience to know what to aim for if you don't specify the outcome for your content?

Here's my defined outcome for my webinar on webinars: to show anyone how to add webinars to their business in a way that is easy, enjoyable, and has an immediate impact on their bottom line, regardless of whether it's their first webinar or their next webinar.

Not only do I build my content to achieve that, but I let my audience know my goal.

Here's my defined outcome for my Amazon webinar: pro-

vide the easiest way for anyone, regardless of business experience, to get started with their own private-labeled, physical-products business on Amazon and make more from it part time than they do from their full-time job.

All clearly defined outcomes must have an answer to this question: “How do I accomplish this in forty-five to sixty minutes?” If you don’t think it’s possible, you have the wrong outcome defined. Most often, though, you’ll discover that it is possible with the right approach and care.

When creating a clearly defined outcome, I first start with the audience. For my webinar on webinars, my audience is anyone. Usually, it’s narrower than that.

I have a webinar on advanced Amazon product selection. My audience is anyone with an existing Amazon business who wants to expand their product line.

The more narrowly you define your audience, the easier it is to achieve your outcome. Why? You can more specifically speak to their situation.

Once you identify your audience, the next step is determining what feeling you want them to experience. On my webinar on webinars, it is “easy, enjoyable.” Same with my Amazon webinar. Easy is my go-to.

Not everyone wants easy. P90X created an empire off of *not* easy. In my advanced Amazon product selection, all my content is geared toward getting them to want to go to Yiwu, China, with my company so they can source direct from factories. That is *not* easy. In that case, the defined outcome is “unmatchable advantage,” which creates a feeling of superiority in my audience.

The last part of the outcome is the *result*. For the webinar on webinars, it’s an immediate impact on the bottom line. For the Amazon webinar, it’s making more part time than their full-time income. For the advanced product selection, it’s being able to source ten times more product for one-tenth of the cost.

When in doubt, build a result around instant gratification. The question I ask myself is, “What’s something I can show them that they could immediately do and see a result from in the very near future?”

INSTANT GRATIFICATION

The first big money I made from a webinar was for a group-coaching program called Product eClass. Essentially, the whole training was on creating information products.

The clearly defined outcome focused on a particular information product creation approach: solving one specific problem

with one specific solution, and being able to create that product in one sitting. I called it the one-one-one formula for information product creation. The instant gratification part was *one sitting*.

This clearly defined outcome dovetailed well with the pitch, too. These one-one-one products have narrow and specific applications, but I could show you how you could really take it to the next level if you joined Product eClass.

The formula for a clearly defined outcome, then, is this:

1. Audience: What audience are you going to serve?
2. Feeling: What are they going to feel as they implement what you teach?
3. Result: What outcome would your audience consider a success?

After you have your clearly defined outcome, it's time to turn it into a step-by-step process.



ABOUT THE AUTHOR

JASON FLADLIEN is called the \$100 Million Dollar webinar man for good reason—the webinars he has created, produced, and consulted on have broken the nine-figure mark in revenue.

Through his company, Rapid Crush, Inc., Jason has pioneered many of the best marketing practices you see used on the web today.

As a client put it: “Jason makes millionaires.”