

NOTE: On This PDF you will find the full itinerary for ALL 8 Weeks.

Itinerary for Week 1 of 8 (The Offer)

Summary: The first stage is obvious. *Have a product to sell.* And then we will focus on *creating a compelling offer* for it. You are to also choose one of three business models for the info-product niche. Here's the breakdown for Week 1.

Part 1: The "What" and the "Who" of your New Business...

1. What Problem are you trying to solve in the marketplace? (*on here I share with you what type of "problem solving" makes the most money. This works in ANY Industry*).
2. Who is your perfect customer avatar? (*Answer the questions provided to you and have in writing at all times when building your campaign. This is important so your marketing message can be tailored towards your perfect client*).

Part 2: Creating Your Unique Course & Choosing Your Business Model...

1. How to setup a Course or partner with an expert to create a Course or work with someone who already has built a course.
2. This is when you decide which of these 3 categories you wish to fall in. I'll guide you on what fits you best during this training.

Part 3: Your Compelling Offer...

1. **Objection Handling:** Having a list of potential objections comes first. This way you can squash objections before they arise.
2. Now that you have these objections listed, it's time to create your compelling offer.
3. **The 3-Step List Method:** How to structure your compelling offer in a way that makes the prospect feel like they are getting much more in value than the payment requested.
4. **The Price Hack:** The prospect runs to pay when he/she feels like they are getting much more in value than the price they pay. Here is a hack I use to make them feel just that!
5. **The Bonus Structure:** This particular way I structure bonuses *force* people to run to their wallet and pay now. It also drives people on-the-fence to purchasing immediately.
6. **Scarcity Tactics:** How to cut through "Parkinsons Law" to get prospects to take action Today, rather than *tomorrow*. Use my proven scarcity tactics to push in buyers immediately and during the deadline sequences.

Part 4: Product Delivery & Automation...

1. How to deliver your product in a way that the customer is extremely happy with their purchase and becomes a fan.
2. How to automate or semi-automate the buying experience.

Itinerary for Week 2 of 8 (Campaign Structure I)

Summary: Now that you have a product and have created a compelling offer around it, it's time to build the marketing campaign.

Part 1: The Pre-Webinar Setup...

3. **The Webinar Topic of Discussion:** *You need this to create a title for your opt-in page. Pick 1-3 Topics to go deep on for 60 minutes. There are 2 ways to do this, and I discuss the details here.*
4. **The Pre-Webinar Pages:** The Opt-In Page that will drive 30-50% of clicks to register. The Thank-You Page, and The Waiting Room Page. These 2 pages are completely different from what *everybody* is doing. It's the make-or-break of your webinar show-up rate, your webinar stick-through rate, and your webinar purchase rate! ⚠️
5. **Your First Email:** The 1 special email I immediately send out to increase show-up rate for the webinar by 12%! You get the exact email here and only have to adjust a few words.

Part 2: The Webinar Itself...

Note: *The actual webinar contributes to about 10% of the entire marketing campaign. While we are called "WEBINAR SECRETS" I'd like to tell you that a webinar is only a form of delivering content.*

3. **The 5-10 Minute Intro:** This covers: How to drastically reduce drop-out rates by structuring a few key pieces in order, in speed, and getting straight to the webinar content. How to share the offer at the intro *for the purpose* of keeping people well concentrated for the upcoming 60 minutes. Plus, the "Magnet To The End" Method to keep bums in seats the entire 90 minutes!
4. **The 60 Minute Webinar Content:** Unlike "Fluff-inars" your aim is to give away your "KEY CONTENT" completely free of charge. You will learn the psychology of PowerPoint slides to keep people IN their seats. The ONE thing I implemented to double the number of webinar attendees to the end...and HOW to structure your information in a way that it naturally leads to the offer.
5. **The 15-20 Minute Webinar Ending:** How to structure your offer (you built this Week 1), How to increase perceived demand on Question & Answer Session, Scarcity, And the 2 "Hooks" to keep people engaged and primed to buy even after the webinar ends! *This is important for follow-up conversions.*

Side Note: Remember "Objection Handling" in Week 1? You will use it extensively for the Q&A Session as well as webinar intro. I'm going to share with you how and when to take notes during this program so you can easily use the work you've already done throughout your campaign!

Itinerary for Week 3 of 8 (Campaign Structure II)

Summary: **This is where the money is!** “Yesterday’s Non-Buyers are worth significantly more than Today’s Buyers”. Even if you did everything else wrong, the post-webinar phase (Week 3 of Program) is likely to help you profit enormously. This is the “insurance on your advertising” if there ever was one.

Part 1: The Follow Up Campaign (Email)...

Note: 80% of your lifetime revenue comes from Week 3 and Week 4. Week 4 is also entirely reliant on Week 3’s work getting done. Place great importance on this section of your marketing campaign.

6. **The 3 Email Segments:** On here I show you how and why to segment your audience to 3 different categories. Categories are: Missed Webinar, Attended and left before the offer was made, attended until the offer or after. *You’ll get the template for this.*
7. **Marketing Edits Per Segment:** Each segment will be marketed towards differently. Here are the changes to make on each of the 3 email segments to drive more purchases.
8. **The 3 Deadlines:** The first deadline will be 3 Days Post-Webinar. The 2nd deadline will be a 3 day “extension”. And the 3rd deadline will be a 4 day final extension. In here you will learn the excuse to give for the extensions. As well as the different marketing approach on each deadline to drive further sales.
9. **The 25 Email Structure:** The exact science behind each of the 25 Emails that make up the 10 Day Deadline.
10. **The Demand Multiplier:** Use this strategy on the email campaign to drastically boost sales conversions per-email.

Part 2: The Follow Up Campaign (Pages) + One-Click-Template...

6. **The Replay Page:** How to structure the Title, the Webinar Replay, and the Call-To-Action. Depending on your offer and pricing, you may need a sales page also.
7. **The Replay Page for Deadline 2 and Deadline 3:** The replay page variations for each deadline.
8. **The Software/Tools:** What I use for: The Webinar, The Pages, The Automated Follow-Up Sequence based on registration time, and so on. Start to get these tools because of the next step...
9. **The One-Click-Template:** In one click, you will receive an exact template of: The Webinar Settings, The Email Segment Template, The 3 Deadline Templates, The Replay Pages, The Sales Pages.

Itinerary for Week 4 of 8 (The Post-Deadline Phase)

Summary: If you were to buy a house for the purpose of renting it for passive income, do you demolish it after a few months and move on to invest into the next home? That'd be foolish!

So why do 99% of marketers do this? They purchase traffic and at best, it goes through a tiny marketing follow-up. They never email that audience again.

Your Post-Deadline Phase will finally give your leads the respect it deserves. Treat them as a Digital Asset. **You're not in the information product space, you're in the digital real estate space.**

The Post Deadline Campaign & Automation System...

Note: *Emphasize on the fact that this is your digital real estate. You purchased traffic. You have access to the data. Now it's time to Nurture the non-buyers and drive them BACK into the Webinar Campaign. Personally, nearly 80% of my income comes from webinar registrants a Year or longer ago! This is based on the training in this part.*

11. **The Nurture System:** What format to provide micro-content in, and how to use it to create compelling emails to your post-deadline email list.

12. **From Campaign to Automation – The Golden Email List:** Every micro-content you create whether on video, audio, or text format is going to be emailed with a call-to-action to register for the Webinar.

Why waste a good piece of content when you can add it into "The Golden List"? I show you how to create a new list and email automation and add the campaign emails in (the ones you write and send manually), so that you can use that email automatically for people who finish the 10 day deadline sequences...forever!

13. **Post-Deadline Segmenting:** The worse thing would be for a lead to get emails to register when they're in the middle of the post-webinar deadline campaign. I show you exactly how to segment your audience so they only get the information they need.

14. **The UNDERwhelming Strategy:** 2 Emails a day is sent out to my audience. It's stacked Months in advance. It has "fresh" content for them and gives the illusion I'm full-time working on providing value to them. The only catch? It was work and content created in DAYS!

Here's how to do the exact same.

Why do you think I have the time to create this incredibly well orchestrated program for you? ;)

Itinerary for Week 5-8 of 8 (Implementation Intensive)

Summary: These 4 Weeks will be spent working individually on your campaigns. I will look through every email, the webinar, the offer, the advert, and adjust anything necessary. The Ad? Where in the training did I mention the Ad? You may not have noticed. But you already created the advert on your notes by now.

Part 1: Your Advert...

Note: *The Ad is the last thing to create. That's because all the research, recording, and follow-up emails done will make this part effortless. And also because until you get your campaign ready, you won't know what to say on the advert itself just yet!*

- 15. The Subtle Cues To Raise Your Ad Conversion:** Before you say anything on your video ad, people will see your demeanor, what you're wearing, the background, and many other visual cues. These are the few things to do and not do regardless of niche or industry.
- 16. A-B-C Strategy:** Always be Closing! Here's what to say in your video ad from Start to Finish. It will help you attract your perfect client (*Oh! The notes from Week 1 Again!*) ...and give you less resistance at point of sale.
- 17. Title – Intro – Core Piece – Call To Action:** The word-for-word template from start to finish for the text on your Facebook Ad.

Part 2: Your personal helping hand & Graduation!

Note: *Use this time wisely! You have me for 4 Whole Weeks whenever you wish to help, edit and optimize your campaign with you.*

- 1. Campaign Edits:** I'll edit and tweak your campaign for you as necessary. Use this time wisely because it will not come again!
- 2. Yes/No On Launching:** After checking your entire campaign I will either give you a yes or no on launching it. If it's a no, you'll receive feedback on what needs to get done.
- 3. Campaign Live? Time to Optimize:** Now it's time to check your numbers and optimize for higher performance. I'll study your numbers and let you know what to edit. This is priceless!

Part 3? Partnership Opportunity!

This was the purpose of setting up **WEBINAR SECRETS™**. It was so that I can expand into new niches. If you followed the steps, and got a sign of approval on launching, then it means there is an opportunity for a partnership.

I will run traffic to your offer as an affiliate partner for a fixed % of revenue from my advertising. This has the potential to add a significant number of sales to your business.