

Episode #163: How to Craft the Perfect Webinar Opening

Video Transcription

Hey there, my name is Kevin Nuber. Thank you so much for watching today's "Money Script Monday" video, where I'm going to be talking about how to craft the perfect opening for your next upcoming webinar. Now, this video actually goes in tandem with another one that I recently recorded that was called "How to Craft the Perfect Close." So, please watch that as well. You see, it was over the last five years in working with dozens of advisors all across the country, we started out working on live events. And now, we've transitioned everybody to doing webinars online. And I'll admit to you that five years ago when we first started doing this, we had experiences where we'd fill up a room with 50 people, and we'd only have two clients sign up for an appointment.

And that was pretty painful. I mean, imagine what it's like as an advisor spending all this time, energy, and money to fill that room up, and you put on what you think is a good show, and then you only get two appointments out of 50 people. That is definitely not something that anybody wants to experience. Now, through a process of iteration, and changes, and trial and error, you know, we worked, and worked, and worked and got to the point where we started getting the results that we wanted to get. And today, the same thing is happening with webinars, getting the same type of result with our webinars.

One of the discoveries that I had was a bit of an epiphany for the advisors I worked with and myself because the number one mistake that most people made is when preparing for those live events. The advisor spends most of the time focusing on the main topic, making sure that they get the facts, figures, information, and good presentation, and they completely neglect the opening and the close of their presentation. I'm here to say that to get the results you want from your event or webinar, the open and the close are the two most important things, not the main topic.

Today, what I'm going to be talking about is the three things that I believe are critical to having the perfect opening to your next webinar. The big mistake that advisors make when they start is that they talk about how many years they've been in the business, how much experience they have, how many licenses, experience, designations, how many people work in their office, what broker-dealer they're registered with. And the truth is not a single person on that webinar cares about any of that information. You care about it, but the attendees do not care about it.

Everybody there is there because they saw an ad that spoke to a pain or a problem that they had, and they're there to find out how to solve it. So, when you're talking about a backstory, the main goal or a story about yourself, or you're talking about yourself, the

main goal is to set yourself up as being an appealing person. And a person that that attendee is going to be attracted to. And there are really three components to having this. There's, you know, critical elements that you have to have to have a really good appealing person persona. And you have to have a backstory. That is the most critical piece you have to have this backstory. You have to have a backstory where you reveal to people character flaws or things that you're not good at, insecurities you had.

Tell these stories through things like parables, and, you know, it's okay to be polarizing and have an opinion that might be contrary to everybody. People are actually attracted to people that are different. Suppose you tell the story through one of loss and redemption or us and them, or overcoming some significant struggle, perhaps going and finding some discovery or revealing some sort of secret. In that case, it can frame yourself as being this appealing person. But you have to do it where you want to be very careful to craft an identity that you want to be. You know, who do you want to be? Do you want to be that strong, bold leader? Do you want to be the reluctant hero who reluctantly is doing this because they just feel that they have to because nobody else is doing it and everybody's doing it wrong? Are you an adventurer that goes out and finds things and brings it back to people to show them? If you do all these things correctly, and you frame yourself as an appealing person, then people are going to want to work with you.

Now, you might say, "Well, Kevin, this might actually take me much longer to talk about myself this way than how you told me not to do it." And that's true. But the secret is that if you tell a really good opening story that even though you're talking about yourself, the people on the webinar are not thinking about you. They're thinking about themselves. They're thinking about how their own personal struggles, financially or with their family, their own character flaws, or their own insecurities that they have, that they overcame, their own struggles, their own before and after results, their own loss and redemption that they've overcome to get to their current place. By making them think about themselves and saying that you're this same type of person, that is actually what makes you an appealing person that they want to work with. I recorded that entirely separate video about how to craft a perfect story referenced in the notes that goes into a little more about how you can do this perfectly.

The second thing that you need to do is to set yourself up as this appealing person, then what you need to do is tell the client who will benefit the most by watching this presentation. Now, what you have to do is you really are going to say something like, you know, if you are this type of person that's experiencing this pain and problem, then you're going to benefit from this webinar in this way because you're going to get some sort of solution. You have to do it to a really, really minute detail like you actually know the client, you actually know their pains and problems that they're experiencing. And when you do this, you want to describe your ideal client. You want to describe the ideal client that you can help the most if they book an appointment with you.

Now, this is where most advisors stop. They just do this part. And then what ends up happening is they get a calendar full of appointments, and they think they've achieved their goal. But then they find out that half their appointments are people that they can't help because they're not an ideal client. So, they go back and learn that they have to put up the stop sign at the very beginning to say upfront that who's not going to benefit from this presentation. For an example, a college planner might say, "If your kid's already in college, and then there's nothing that we can do to help you because our presentation has to be focused on how to save tens of thousands of dollars if on college," and describe your ideal client. So, you need to filter those people out at the very beginning too so that they don't pass and make it to the end of the presentation and not be helped.

The third thing that you need to do, and this is critical, is you need to tell the client that they have to stay until the end of the presentation. If you don't tell them to stay until the end of the presentation and how they're going to benefit by staying until the end of the presentation, then you're going to be having people drop off your webinar. And the more people you have drop off, the less appointments you're going to have. And the way you do it is you have to speak to specific pains and problems that you're going to solve if they stay until the end of the webinar.

Now, I put a picture of a pain funnel up here, because I want to make sure that you don't say generic things that are surface-level problems on the pain funnel like you're going to achieve happiness and success. That doesn't mean anything. What does that mean? Like, how does that benefit a person? Like it's too vague. You want to go down the pain funnel to the actual financial and emotional impact points that clients are experiencing that you can help. This is the perfect opportunity to show a before and after result. You say, "People who attended this webinar in the past, this is what they look like before they attended the webinar," which you're describing your ideal client. "This is what they look like after attending the webinar." And it solves all their pains and all their problems. But you say that to find out how to get here to this place, to that light that's at the end of the tunnel, you have to stay until the end of the webinar and find out because if you don't, then you're going to miss out on this critical information.

So, by having these three things, making yourself an appealing person that the people are attracted to, by speaking specifically to their pains and problems, they say, "This advisor knows me. I like him. And I'm going to benefit if I stay until the end." You're going to get the most people staying until the end to hear the offer that you're going to make. Now, it's not just me that's saying this. One of the big internet marketing gurus out there, his name is Russell Brunson, and he frames this instead of saying open the main topic in the close, he says, "It's the hook, the story, and the offer." Those are the three critical components.

I recently asked my top advisor a couple of questions. Now, my top advisor this year, he does nothing but webinar marketing. It's 100% of his marketing. He sold hundreds of thousands in target this year, extremely successful. I asked him two questions. I said, "How

much time and energy do you focus on trying to get the right people to your webinar?" And I said, "How long is the perfect webinar? Does it need to be short? Can it be long?" And he said, "Kevin," he said, "It's never an audience problem, and it's never a problem with time." He said, "There are only three reasons why webinars are not getting a result." He said, "It's you don't have a good hook, you have a poor story, and you're not making an irresistible offer at the end." He said, "Kevin, when I have people attend my webinar, I have such a good hook at the beginning of my webinar that 90% of the people may get past the first 10 minutes when I have the hook. And when I get into the story, I keep all the people there."

And he gives a two-hour webinar, two hours and 90% of the people make it to the end, which makes it past the first 10 minutes and makes it to the end. And he has such an irresistible offer that 40% of those people actually sign up for the offer that he made. So, this is how important it is to have a really, really good hook and a really, really good offer at the very beginning. And like I said at the beginning, most advisors spend most of the time and effort, making sure that they have the story. And that's the big mistake that people have. So, thank you so much for watching. Thanks so much.