Episode #175: How to Increase Show Up Rates for Webinars and Live Events

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 increase your show-up rates for your next webinar or live event. Live events aren't a thing right now, so I might be using the word webinar a lot. That's because that's what we're currently doing, but what I'm going to be talking about is any event that you use digital advertising to fill up the room, whether it's live or whether it's on a webinar. This is a story that I hear many times with advisors across the country this year when it comes time to do their very first webinar. They take this big leap. They're nervous about doing something new, such as a webinar. They're anxious. They put all this time and effort into it. They spend money. They practice the presentation so that it's perfect. Here it comes. Day after day, we're getting closer to the event. It comes to the day of the event, they're ready to go. It comes the time of the event, at 6:30, they load up their computer, they load up the software, they get their camera working, and everything's ready to go. They had 80 registrations prior to the event, and they're super excited realizing how much incredible opportunity they have with the webinar that they've never had before. Next, they look at the participants' window and they see that only 5 or maybe 10 people have shown up to the webinar. Think of that feeling you have inside where all this excitement leading up to the event falls out and you have an empty room of people with nobody to talk to.

This is a typical story that I get told when it comes to advisors and this is one of the reasons why they don't do webinars, they stopped doing webinars, or they've just decided not to take that leap to do them. What I'm here today to tell everybody about is how to make sure that you have people show up to your events so that you can have the most success possible. This person or these people that this happened to, I don't blame them for what happened. They are using a system or a funnel that's antiquated. We've all grown up on this sales funnel, this typical sales funnel that's used for live events. It's predicated around dinner seminars and sending out mailers. When they try to use these sales funnels for a webinar, they expect the same results, and they have something completely different. That's the problem that people face. This is the typical sales funnel. You send out a mailer, the mail company does the registration for you. You show up to your event, and everybody shows up because you're giving them a free meal, why wouldn't they show up? You ask for an appointment, so you get a predictable number of appointments every single time. You take a couple applications and you get paid.

As long as you get paid more than what you spend on it, then you do this over and over as many times as you possibly can, and some people do this 50 times a year to be successful. You take the same system, you apply it to an online webinar, and you have completely different results. What I want to talk about today is how to spend some extra time between these two steps, the registration and the time of your event, to make sure that people show up to your event when you're not feeding them a free meal.

This is something that's not brand new. People have been doing webinars for 5 or 10 years. This is an established process. It is just not familiar to you. However, I would argue that you are familiar with it. You've all participated in this one way or another way whether you know it or not. Think about the last time you booked an appointment with your doctor or your dentist, or for me when I book a massage appointment. You go online, you pick your date and time, you book an appointment, and you get a confirmation email telling you that you confirmed your appointments. As you get closer to the time of your appointment, you get an email reminder, you get a text message reminder, you get a phone call from the dentist's office reminding you that you have an appointment with the dentist that day. I'm grateful that I get all these communications because I book my dentist appointments six months in advance. I forget about it when it comes up. If it weren't for all these emails, text message reminders, and phone calls, I would not show up to that event. This is the same type of sequence that has to happen when it comes to your webinar. You didn't have to do it for your live event when you did a dinner seminar, but you must do that when it comes to a webinar. Most people go from registration to the live event and they completely skip this post-registration sequence or pre-event sequence to make sure that people show up. I want to spend some time talking about the six things that every post-registration sequence has to have to double the show-up rate for your webinar.

The first thing you have to do, and some of this is obvious, but it's more than I have time to dig into in detail. A simple thank you page and a simple thank you email is a necessity, but not just any thank you page and thank you email. You have to have content on that page and content in that email that's worth reading to reinforce why a person should attend the event or that they made the right decision about registering for that event. They're going to get an indoctrination video. This is the first video of two videos that they're going to get. This does a few things. First, it puts a face and a voice to the webinar. In absence of that, it's completely digital and you can't have a human connection to the person that's doing the event. In order to make it feel like a live event, you have to see a real person talking to you, and it's not just shooting a video, There are specific things that this indoctrination video has to have. You're going to be confirming the pains and problems that a person has and how you're going to solve those specifically by attending that event. You're going to use specific language, specific numbers.

We have a worksheet that we can give out to you that shows you exactly how to craft this perfect message and shoot your perfect video. The second thing is leading up to the event, there's a reminder email that goes out. It includes the reminder video, which is the second indoctrination video. Let's say somebody registers on a Saturday for your webinar that's on a Thursday. That's five days between the time they registered and the time of your event. In the digital marketing world, that's an infinite amount of time. Five days is a long, long time. Think of all the things that might happen to that person between the time they register and the time of your event.

They get busy. They had a hard day at work. They're tired. They didn't sleep well. They got to cook dinner. They got to take their kids to sports. There are all these small things that make it easier for a client not to show up for your webinar. It's easy for somebody not to show up. The reminder and indoctrination videos are reinforcing all the reasons why the person needs to show up. What you do is you specifically overcome the objections, all the reasons why a person wouldn't want to show up in those five days that they possibly could have come up with. We have a worksheet that we can send out to people to craft this very specific message and shoot that perfect video. The fourth thing that goes out is a reminder email sequence, and it's not just one reminder. Multiple emails go out. Think about the last webinar you attended. This happens to me every single time where I know that it's coming up in 5 minutes, but I spend 20 minutes scrambling through all my emails trying to find the email with the proper link. It's okay to send multiple emails to a person to make sure that when they go to their inbox, they can easily find that link and attend that webinar. The other thing that you need to do is be able to have text message reminders that go out to everybody. Most people attend these events on a mobile device, and it's acceptable to send out a text message to people with a link in the text message that they can click on in order to log into the event right then and there. Most people look at text messages whereas nobody looks at their emails anymore. We can track to see that people attend webinars through the link on the text message reminder more than they do on the email sequence that goes out. This one step alone is the biggest step that increases people to show up to your next webinar.

Number six is the phone call. This might seem a little bit daunting, "How do I make 80 phone calls to people if I had 80 people registered?" While we have some people that have the capacity and the staff to make every single one of these individual phone calls, we have an automated system set up where we can prerecord a voicemail. We send you the script, not the specific words, but a worksheet for you to craft a perfect script. You make one recording. What we do is we drop this voicemail on people's phones without their phone ringing. It shows up as a missed call and a voicemail appears on their phone where they can listen to it. That's the third way that they're reminded about it. They get the email, the text message, and the phone

call. It's impossible for them to forget about it and they get three different messages about why they need to show up for that event. The great thing about this is we're able to measure exactly the impact of having the proper post-registration sequence in place. We've measured what happens when you go straight from registration to an event versus if you do it through one of these automation and post-event registration sequences. The numbers are staggering. You go from a 10% or 15% show-up rate to a 30%, 40% to 50% show-up rate just by having this proper sequence in place.

Imagine your first webinar doesn't go all that well. You did everything you were supposed to do- getting your PowerPoint presentation perfect and spending the money and time- but people didn't show up to it. Remember that feeling that you had when nobody showed up to that big event you're going to have. The second time around, you decided to make some changes. You put into place this proper post-registration sequence, and you have a room full of 30 or 40 people, all of them there to hear your message. That's the type of results that this type of post-registration sequence will have in your next upcoming webinar. It is nice that our webinars system here at LifePro, for example, does have this completely automated for all our advisors. Whether you choose to work with us or not, I do recommend implementing this in your next webinar so that you can double the show up rate at your next event. Thank you so much for watching.