

# Episode #215: 3 Key Ingredients to Hosting a Striking Webinar

## Video Transcription

Hi, welcome to this week's episode of Money Script Monday. My name is Laurence Williams. Today we're going to be talking about the three key ingredients to hosting a striking webinar.

Most of you that are out there watching are in one of two groups; you're either in Group A, in which you've considered doing your own webinar, but you don't really know how to get started. You don't know how to do the Facebook ads, you don't know how to do the indoctrination videos, the PowerPoint presentation, the nurture campaign. That's okay because we're here to help.

Or you're in Group B, in which you're already doing webinars. You're looking maybe just to tweak a few things to help improve your closing ratio, as well as your appointment conversion.

Regardless of which group you're in, I think today will be a good benefit for you, and we're excited to have you here. For those of you that stay, there'll be a special offer at the end that you won't want to miss. Now, before I begin, LifePro has been doing webinars now for about two and a half years. For those of you that don't know, we have three signature campaigns.

The first one is how to escape the retirement tax trap. That focuses on cash value life insurance. The second one is the protected income story. In that one, we focus on cash value life insurance, annuities, and assets under management. Last, but certainly not least, we have college planning. That one has been quickly one of the most favorite for our advisors.

I share that information with you because this year alone we've closed almost a million dollars just on webinar business, and we're poised to finish the year with about 1.5 million. Those advisors that are partaking in our webinar program, typically do these three key ingredients that we're going to go over today in hosting a striking webinar.

To start off, we have that webinar framework. Right when you start your webinar, it's really important you set the tone. Many advisors will have housekeeping rules. What you'll want to do when doing that is letting the people know that "Hey, we want to be clear of any distractions, make sure that you have a pen and paper handy because a lot of the strategies that we're going to be going over today, you're going to have questions, and you'll have an opportunity to schedule a one-on-one with me later, where we can answer some of those questions. If you have a spouse that you use that you make your financial decisions with, we want to make sure that they're also included on this webinar."

The second would be focusing on the opening close. I really can't stress enough how important it is to focus on a strong opening and a strong close. Kevin Nuber, one of our vice presidents here, conducted two Money Script Monday videos that I'll refer you back to.

The first is [episode 135](#), where he talked about crafting the perfect close. The second is [episode 163](#), where he talked about crafting the perfect open. The idea behind this is sharing stories and really being your authentic self.

Last but not least, this one is going to be creating a source of scarcity with booking an appointment and having this material available to you. One of the tips that advisors will do is after their webinar, they'll actually block off on their calendar for two to three weeks of slots so that the people after their webinar only have five days immediately after the webinar to book that appointment.

That's important because again, you know, if somebody goes to book an appointment with you and you have weeks and weeks of availability, there's not a whole lot of urgency there. Something like that can definitely help. Also, during the presentation, maybe letting the room know that "Hey, you know what? We've reached max capacity today. And actually, 10 people weren't able to be here today, so we'll make sure that they're on for next week's webinar." Just creating that sense of urgency is something that can be very powerful.

We talked about the webinar framework. Now we're going to be talking about that appointment and how to set the expectations for that. The whole purpose of the webinar is really to drive people to an appointment. But what does that look like? It's really important for the advisor, as you're giving this webinar, to let them know, "Hey, the appointment is going to be 15 to 30 minutes or maybe 60 minutes, depending on your first appointment."

What they're going to be going over is just kind of an information gathering session and to make sure you have your spouse there if they're part of that financial decision. To increase your appointment conversion, one of the things that we really recommend is to really create that engagement throughout the presentation.

You know, doing in-person seminars and dinner seminars, you have the ability to really connect with people. But unfortunately, with the virtual setting, we don't have that. We have to create that engagement. A great way to do that is through the chat box. By acknowledging people as they enter in or if they have questions, letting them know, "Hey, Sally, that's a great question. We'll talk about that on our one-on-one."

Next, is sharing your success stories. Many advisors that are doing these webinars have a lot of families that they've helped. When you think about the solutions that we have to offer folks, it's really unique. You think of maybe the families that you've saved thousands of dollars in

taxes or the families that thought they had to work 10 more years before they can retire but we had solutions that help them retire earlier.

You know, those are all powerful stories that people love and people frankly relate to. I just read a study last week that every day 10,000 baby boomers are retiring. They all have fears of taxes and retirement and we're in a unique situation to be able to solve those problems.

Last here is to repeat your offer. One of our top advisors that is conducting webinars with us schedules 25% of his appointments in the first 20 minutes of his presentation, fifty percent are right in the middle, and then the last 25%, he does during the close.

It's important, again, that we're driving people to the appointment, and we make it easy for them. If you only offer the appointment in the beginning and in the end, you're missing, you know, 50% opportunity there to book the rest of the folks that are there.

We've talked about the webinar framework. We've talked about the appointment expectations. Now we're going to talk about how to make your material magnetic.

First, again, you have to utilize that chat box. It's the only way that we can engage with folks. By utilizing that, we really want to make it as easy as possible for them to book appointments with us. Whether that's the call-to-action landing page that we want to drive them to, or if that's your calendar, that we want to put in the chat box, we want to make it as easy as possible to, again, engage with them and book that appointment.

Next, and it sounds easy but, be personal, be passionate, and be authentic. It's one thing to say you're passionate about something, it's another thing to show people that. As I mentioned earlier, people aren't buying the information that you're presenting, they're buying you. People buy from people that they trust, that are relatable and that they

like. It's really important that during that hour webinar, we do everything we can to be relatable, we build that trust, and that they like us.

Last but not least here is think pictures and videos, not words. It's a little bit cliché to say that a picture's worth a thousand words, but that's true with these webinars. I talked about the importance of the open and the close and it's one thing to again, talk about taxes, talk about retirement, but it's another thing to show. You can show through stories, you can show through powerful pictures or videos. Keep that in mind when you're crafting your signature webinar.

Today we went over the three key ingredients to hosting a striking webinar. As I mentioned, in the beginning, there are really two groups of people. The first group is going to be the group that is considering implementing a webinar, but they don't know where to start. I encourage you to reach out to your field support representative and ask them what signature webinar would be best for you.

The second group is going to be that group that's already doing webinars, but, you know, you're wanting to add maybe a few things to tweak to improve your appointment ratio and your closing ratio.

We went over basically the nuts and bolts and some of the tools and tips that you can use when hosting webinars, but what do you do after? As I mentioned in the beginning, the special offer if you've made it this far, is we're going to send you our two-appointment close workbook for that appointment process.

Again, you go through, you do the webinar, but now you have to do the follow-ups and have that appointment process down. This workbook is something that our top advisors are using to close business.

If you're interested, feel free to shoot me an email. My email address is [laurence@lifepro.com](mailto:laurence@lifepro.com). I want to thank you so much for being here with us and we'll see you next time. Thanks