

Episode 280: 6 Steps to Increase Webinar & Seminar Conversions

Hello, and welcome back to another episode of "Money Script Monday." My name is Allee Marchini, and today we're going to talk about six steps to increase your webinar and seminar conversions.

Now, over the last five years, I have helped market 1,000s of campaigns for financial professionals, all with the goal of getting them in front of qualified prospects by hosting events. In that time, I found some key areas to focus on that can really help with those conversions.

So today, let's walk through some of those areas. I like to think about this concept as a stoplight. The red light represents before the presentation, the yellow light represents during the presentation, and the green light represents everything that happens after that presentation.

First, let's go through the red light, it's time to stop. Everything that happens before the event. Let's talk about the first one here, which is practice, practice, practice. This might sound self-explanatory, you need to know what you're getting yourself into before hosting these events, but you would be surprised the amount of people that go into these with unanswered questions.

Think about if you're hosting a seminar. It's absolutely vital that you need to go into that restaurant, or that library, or community center, and do a formal walkthrough. Ask questions like, "What type of equipment are you providing? What things do I need to bring?" It could be as simple as, "What's the earliest that I can get in here to set up?" Or "What time do I need to get out of here by?" These are all important questions to ask before going into that event, so when it comes time to host,

you're not worried about everything else that's going on, and you can really deliver that message.

Now, when we think about webinars, there's an equal number of things that could possibly go wrong. To be fair, you have the comfort and security of being in your home rather than physically in the same space as the people that you're presenting to. But, how many times have you accidentally shared the wrong screen or your audio wasn't functioning correctly? It still feels pretty terrible to mess up.

As financial professionals, we're talking sometimes about really serious matters, and in order for our clients to feel confident and safe moving forward with us, we need to make sure that we look like we have our stuff together, right? We want to make sure that we have all of our ducks in a row, so we can know exactly what's going to happen at that venue, or what we need to be super comfortable with the online platform that we're hosting that webinar on.

Now, the other thing that we need to make sure to practice over and over again is the presentation itself, and that's where we're going to jump into number two, keeping it concise. We want to make sure that we're going through the presentation several times before that event takes place so that you feel really comfortable with the language.

You want to make sure that the slides are concise as possible so that you avoid any rambling that could take place. And the words on the slide should really be there to guide you, not dictate everything you're saying word for word. If you are using a script, we want to make sure that you take the time to make it your own. This will go a long way with building trust with your prospects, so they can get to know who you are as an advisor. People will really be able to tell if something is authentic or not.

Now moving on to the yellow light, everything that happens during the event. We can get moving here a little bit, but we want to make sure to still keep a slow pace. And we actually have two "Money Script Monday" episodes that were already recorded, that go into these in much more

detail. But to summarize what Kevin, our Vice President of Field Support, talked about in these episodes, is that every presentation must begin by selling with a story.

And it's really important to understand the role that storytelling can play in the financial planning process. Kevin lays out a framework for this that is called the hero's journey. And you might be thinking that that's an opportunity for you, the advisor, to act as a hero to your clients, but it's actually quite the opposite. It's an opportunity for you to become their guide, to help mentor them along the way, so that they're able to reach their financial goals.

Number four here is to craft the perfect close. We found that, overwhelmingly, if people aren't seeing success with their events, it's because they're spending too much time focusing on the bulk of their presentation, rather than coming up with something really great for that opening and the close. There are really two reasons why people move forward with something, or they don't: logic and emotion. And when it comes to crafting that perfect close, you have to speak to both of these things, that's how clients are going to move forward.

Now moving on to the green light, that's everything that happens after the event. It's time to go. And you might be thinking that this is a time where you can relax a bit. "I already hosted that event," but we want to make sure that we're striking while the iron is hot, while we're still top of mind for your clients.

Now, the fifth step is to never forget those that don't show up. And if you've ever hosted an event in the past, you're probably very familiar with the fact that a good portion of the RSVPs are just not going to attend. We likely, as marketers, are never going to know the exact reason why they didn't show up, but we still have an opportunity to reach out to them, to make sure that they may want to move forward with that action.

If you're hosting a webinar, this is a huge opportunity to still show them a replay of that event, because at the end of the day, do you care if the prospect watched at 6:30 live on a Thursday evening, or if it was 8 a.m. on a Sunday morning? As long as they're taking in that information, and, hopefully, moving forward with whatever that call to action is, that's really all we're asking for.

And finally, you want to automate the attendees. You want to make sure that the calendar software that you have in place for anyone that booked an appointment is sending their automated reminders so that you're doing your part to make sure that they show up for that appointment. For any attendees that weren't quite ready to book an appointment, you need to have a series of emails in place to continue that conversation. Maybe it was the third email in that sequence that really is what put it over the edge, what convinced them that what you were presenting is the right choice for them.

So, we went through those recommendations that I made about how to make those conversions better for your webinars and seminars before the presentation takes place, during it, and then after, but all of that sounds like a lot of work, right? Do you have the time to create all of this? Well, LifePro has already done this for you. We have a system in place for all of our advisors that partner with us and have dedicated field support representatives that will help you go through all of the prep needed before the event takes place.

We have five signature presentations with scripts built out all on the framework that I talked about earlier, and we've built automated emails, text messages, and voicemails, all based off of your prospect's behavior so that if they booked an appointment, attended, or did not show up, they're receiving the right messaging in order to still take that action. So, if you want to get access to this selling platform so that you don't have to create this from scratch, I would love you to call your FSR at 888-LifePro, and they'll talk you through next steps and how to get started.

So, thank you again for your time today. We'll see you next time on "Money Script Monday".