

How to Use Webinars to Generate Leads and Sales with Charles Kirkland

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- ❖ Charles Kirkland Journey
 - Charles Kirkland got an Engineering job before he became an entrepreneur.
 - He started his entrepreneurship journey by selling plans on how to build barns and shed online.
 - Created a website to promote his business and optimized it with an SEO tool by himself
 - When SEO is not working anymore for his website, he then decided to enter the PPC world.
 - He then got his top client and his digital products became one of clickbank's top vendors and then from there they started the media buyer association to help people.
 - He is now the owner of Kirkland Media Group
- ❖ How Charles Have Used Webinars
 - They created over 2000 webinars and at the point of doing like five of them a day.
 - He use his ability to speak for like a long length of time, but it didn't take him much longer to realise that he needed to automate those webinars so literally, they've gone everything automated now.
 - They've done just a massive amount of webinars and tested everything that they could find to test.
- ❖ Webinar As a Sales Tool
 - He used webinars mainly for Lead Generation.
 - They will run a Facebook Ads, targeting the right people. They make the promise and then they opt in on the thank you page. They don't give them the download immediately. They do eventually give them the download but not on the thank you page.
 - On the download page, they have a video like going back to video face to face video. And in the video, they don't say check email now 'coz people will leave and that is not your next desired action.
 - They look at multiple ways to communicate to a prospect. They already on Facebook so they can click the link and join a Facebook group.
 - They also tell them to sign up for the webinar special presentation. People then click the link on the page which will immediately take them to a webinar registration page.
 - Through compliance, they are now even compatible enough to take the next step.
- ❖ Goal of Webinar
 - The whole goal is to get the people. It's a full video at least get them to his presentation.
- ❖ Targeting People Through Webinar

- He segment people who don't make it through the webinar versus the people who do.
- ❖ Managing Webinars Deadline through Deadline Funnel
 - Deadline Funnels create a unique personal deadline for everyone who register for the webinar. So if you register today your deadline is 7 days today. If you register 3 weeks now you still get it 7days pass that is your registration deadline and it makes all through deadline funnels.
- ❖ Essential Equipments in Doing Webinar
 - If you want to do the webinar live, you can use GoToWebinar
 - You can also use something called EverWebinar, works amazingly well. It creates many pages because their default landing pages suck. All landing pages do not work all that well but they work. It integrates with everything and it's an amazing product. You can use it in its like \$490 every year.
 - There is another product called Stealth which they have the best support on the planet. They actually do it. Actually they don't want you to set the webinar. You tell them you want. They set it out for you.
 - Easy Webinar is like easiest webinar. Will look like a couple screen and you get a lot of replay. It has to integrate with your email auto-responder. So from that standpoint you won't be of attack people: did you show, did you leave early, did you not show up at all. You would have a retag those people and give them a different user experience.
- ❖ Generating Leads and Sales with Webinars
 - At the end of the day to make sure your offer is really good because most people focus on the technical aspect of like API integration or whatever the reality is, if your offer is good and you've got a great presentation.