



Webinar Profits

PART II

How To Create The Perfect Product Pitch



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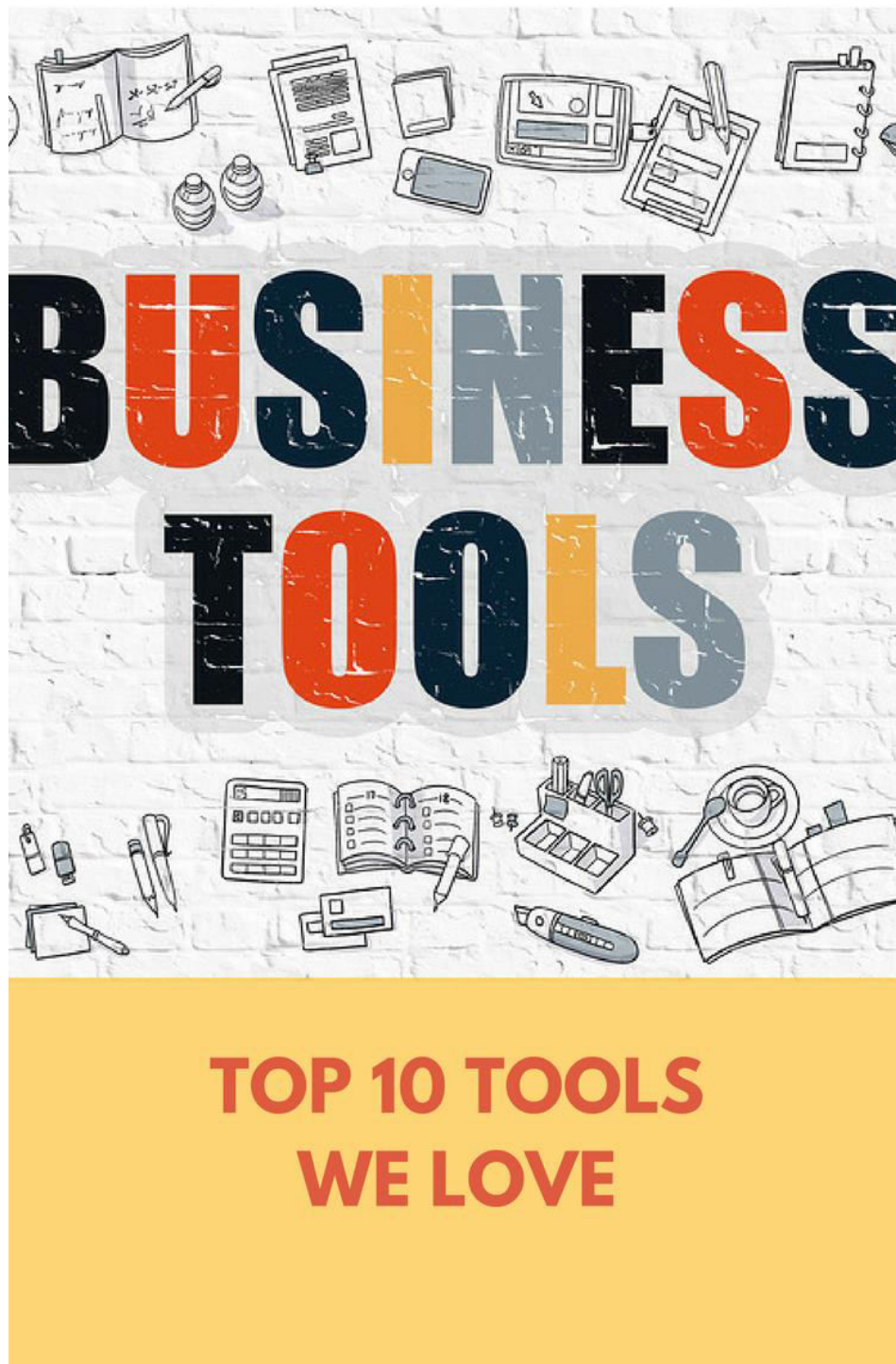
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How To Create The Perfect Product Pitch

One of the keys to having a successful webinar is to share a high-converting product pitch during the event that generates a lot of sales.

So how do you create this sort of perfect product pitch? You can start with the following checklist guide, which takes you through these three steps:

- Step 1: Decide What Product to Promote
- Step 2: Design Your Webinar Around This Product
- Step 3: Deliver a Perfect Pitch

Take a look...

Step 1: Decide What Product to Promote

The first thing you need to do is pick a product to promote. I know it sounds like a no brainer. But your offer has to be congruent with the content you want to teach on your webinar. This could be:

- Your own product. This of course is the best option, as this tends to be most profitable for you.
- An affiliate product. This is a good option if you don't yet have any of your own offers to promote, or if you're working with joint venture partners (especially during product launch, when interest is high).
- A product belonging to your guest expert. Depending on the terms of the joint venture that you set up with your guest expert, you'll probably use your affiliate link during the webinar to promote the product, so that you both make money from backend sales.



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In all cases, you need to pick a product that has the following characteristics:

Characteristic #1: It's something your audience wants.

There's no use in promoting a product if there isn't a market that's eager and willing to pay for it. That's why you'll want to do your market research to ensure you're promoting an in-demand product.

Now there are two ways to conduct this research, and your approach should include both:

1. Look at what people SAY they want. You can do this through surveys, through viewing their conversations online, by talking to them, etc.
2. Look at what people are actually buying. The best predictor of what people will buy tomorrow is to look at what they are actually buying today.

NOTE: Sometimes what people say they want and what they actually buy are two different things. That's why you should never use method #1 above alone. You can use it to confirm what you find out in #2, or even to gather a deeper insight about what your prospects want from a product. But don't use it a standalone market research method.

Here are the steps to take to determine what people want:

- Spend time "eavesdropping" and talking to your audience both online and offline. Online you can see what they're talking about on social media, on niche forums, on niche blogs and in similar communities. Offline you can learn more about them by attending niche events (trade shows, meetings, etc.).
- Survey your audience. Ask open-ended questions to get the best insights.



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- See what your market is already buying. Visit marketplaces like Amazon.com, ClickBank.com, iTunes, JVZoo.com, and similar platforms to determine the bestsellers in your niche.
- Search for your niche keywords in Google. Then take note of what your competitors are selling. Also look at the paid (sponsored) ads both in Google as well as on your competitors' sites. If multiple people consistently pay money to advertise a particular type of product, that's a signal that there is a strong market for it.
- Search for your keywords in a keyword tool like WordTracker.com. This will give you an idea of what your market wants.
- Seek out trends on Google Trends. This will tell you if a particular topic is growing in popularity and/or holding stable over time, both of which are good things. (Beware of any topic that's declining in interest over time.)
- Test your offer first to your own list. Many times because you already have a relationship with your list, you may not have to have a webinar to sell to your list. Just a well done sales page. If you can generate sales to a "warm" audience your product will probably do well to a larger cold or luke warm audience.

Now here's the next characteristic to look for in a product you'd like to promote:

Characteristic #2: It's a profitable product for you to promote.

Generally, your own product is going to be the most profitable. If you're selling affiliate products, then make sure it's pricing and commission structure leaves you enough room to make a profit promoting the product.



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TIP: Any product you promote is going to be more profitable for you if the sales letter is known to produce high conversions. Granted, your webinar is going to help presell prospects (which boosts conversions), but you'll still make more money if you're promoting a product with a persuasive sales letter.

Next...

Characteristic #3: It's a high-quality product.

If you chose an affiliate product, no matter how profitable or in-demand it is, don't promote it if it's not something that you would recommend to your best friend. Protect your buyers and your reputation by only promoting high-quality products.

TIP: In addition to reviewing the product, it's also a good idea to do your due diligence on the vendor if you're promoting an affiliate product. Be sure the vendor has an upstanding reputation in the niche before you attach your name to theirs (virtually forever) by promoting their product.

Those are the main characteristics to look for when you're deciding what kind of product to promote. Once you select a quality, in-demand and profitable product, then you can move onto the next step...

Step 2: Design Your Webinar Around This Product

Now what you need to do is create a webinar that naturally leads to the promotion of your paid product. This web should be useful yet incomplete. Let's break that down:

- Useful: Anyone who attends the webinar should have part of his or her problem solved. The webinar should standalone as a useful product. Your attendees should feel like it was well worth their time to attend (meaning they got a lot of value).



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- ...yet incomplete: While the webinar solves part of a problem, it doesn't solve the entire problem. Your webinar naturally leads to the promotion of the paid product. Basically, anyone who likes your webinar will love the product you're promoting.

Here are a few examples of how to create a useful yet incomplete webinar that naturally leads to a paid product:

- Provide an overview of a process. The idea here is to give your viewers a step-by-step overview... but you save the in-depth details for a paid product. So your webinar tells people WHAT to do, but the viewers will need to purchase the paid offer to get the details of how to do it.

For example, your webinar might give a step-by-step overview of how to start a business. Then during the webinar you'd sell a product that provides in-depth instruction, templates, checklists and more.

- Provide an in-depth training of *part* of a process. For this webinar you'd give your viewers the detailed instructions for completing one step of a process. Then you'd sell a product on the backend that teaches prospects how to complete one or more of the remaining steps.

For example, your webinar might show people how to set up and customize a WordPress blog. You'd then sell a course that shows people how to create content and monetize the blog.

- Offer tips, tricks and tools. Here you'd offer tips to help people solve their problems, and then sell an in-depth guide on the backend.



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For example, your webinar might share five surefire tips for creating cash-pulling sales letters. You'd then sell a copywriting guide on the backend.

- Provide complete instruction on the frontend, sell tools on the backend. The idea here is to sell the tools to make it easier for people to complete the process they just learned about.

For example, your webinar might show dieters how to eat in a way that keeps them feeling satisfied while also boosting their metabolism. You'd then sell a meal-planning app on the backend.

So you get the idea – you want your webinar to pack in a lot of value for your viewers, yet it should be incomplete. That way, the webinar naturally leads to your product pitch.

Now before we get to the product pitch, let me share with you one more tip...

Try to create a webinar that people will refer back to repeatedly. The more often someone refers back to your webinar, the more they'll see your links and calls to action.

So what sort of webinar are people likely to refer to often? Check out these ideas:

- In-depth information. If you pack your webinar full of really good information, then people are going to watch it more than once just to be sure they haven't missed anything.
- New information. If you can provide tips, tricks and strategies that no one else is sharing, then your viewers will refer back to your webinar to remind themselves of those novel tips and tricks.



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- Bonus tools. You may wish to provide text-based tools to go along with your webinar. These include items that help people take action, such as checklists, worksheets, templates and more. Your webinar can provide instruction for making the most of these tools, and the tools themselves can include your links and calls to action.

And now the last step...

Step 3: Deliver a Perfect Pitch

So at this point you've selected an in-demand product to promote, AND you've created your webinar around this product (so that you can naturally promote the product during the webinar). So at some point during the webinar, often at the end, you'll deliver your pitch.

Use this mini-checklist to help you create that high-converting pitch...

Identify The Problem

You accomplish this in two steps:

- Note the signs and symptoms of the problem so that viewers realize they have that problem. E.G., "Do you lose the weight on a diet, only to gain it all back again?"
- Remind viewers of the pain of their problem. "It's humiliating when you take your shirt off at the beach and people snicker at your love handles."

Introduce the Solution

Now you introduce hope to your prospects by introducing your product and giving a quick summary of what it will do for them...

E.G., "Now here's the good news – you can start feeling GOOD on the beach again. You can have jaws dropping when they see your washboard abs. And it all begins with [insert name of product]..."



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Inform Viewers Of The Benefits

Once you've given prospects an overview of the product, now you get down to specifics by sharing the biggest five or ten benefits of the product.

NOTE: Since this is a webinar, whenever possible you should show your prospects the product as you introduce it and share its benefits. If it's a digital information product or software, then you can share your desktop as you go through the table of contents or dashboard. For physical products, you can do a demo of how they work while you talk about it.

Let's continue with the weight-loss product example. Here is an example of a benefit statement where you tell viewers what the product will do for them while arousing curiosity in the process:

"You'll discover which common food you should NEVER eat when you're trying to lose weight! Hint: You've probably eaten it in the last 72 hours, and it's wreaking havoc with your metabolism!"

Inspire Action

Once you have people excited about the product and you've built up the value, then you create a call to action. This is where you tell them what to do and why.

For example: "I'm dropping a link below in the text box, and I urge you to click on it right now and take advantage of the limited time offer I've created for this webinar. Simply put – if you're looking to get great results, then you're going to want to get your hands on this product. So click that link right away to get started..."



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Conclusion

So there you have it – a step-by-step process for delivering the perfect product pitch during your webinar. It starts with picking a good product, designing the webinar around the product, and then delivering a compelling pitch.

NOTE: Be sure to also follow up with your webinar viewers by email to remind them of the reasons to buy the product. You can further boost conversions by offering a limited-time discount.



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