

**Profit**  
ACADEMY

# MODULE 8

## SEGMENT 3



Speaker 1: Welcome back to another class in Module 8. In this class, I want to talk about the technology of funnels. It might not be exactly what you're expecting, so I'm not actually going to be walking you through how to set up, all the pages and when someone purchases, how they move from an up sell to the next up sell, just because it really depends on what type of technology you're using.

What I really want to walk through is how to build up the buzz and how to increase your conversions when you're selling, how you're going to sell each part of it and how you're going to use webinars to move you through the technology of a funnel and why webinars and different things are so good when you're doing a product launch. Then a quick review of just the full funnel, just to show you where you can use these different pieces of technology.

Of course, we'll start with a review of the product launch, review of an actual launch funnel. I apologize, just a full product funnel, start to finish from the core product to the up sells to the back end, then of a product launch funnel of a 2-week product launch funnel. I want to really decode that entire launch funnel and each of the piece of that product launch funnel.

One thing that is going to be a little bit more advanced, but what I want to include here is what to include in your webinars. Webinars are a great way of selling, but yet, a lot of people, that's a big question in their head. How would I create a webinar? What should I put in my webinars? How do I use webinars to sell my product?

I'm going to be walking you through how to actually create your webinars and then just how to add extra value throughout the entire process. With the review, you've seen this graphic before. You're going to have your main product or your core product. That's really what you're selling.

That is what you're spending all this time doing, is to sell that main product, because once people are in the door, then they're 10 more likely to open up their wallet again for the up sells for those profit maximizers, but you're really spending the time to really sell that main product. You can at least get people in. The more people that you can get to open their wallet for the main product, the more people you'll bring for your conversions through your entire funnel.

It all starts at that main product and the product launch, of course. The product launch, so you're building up the buzz with the pre launch phase. You're giving a lot of free content, free e-books, free PDFs, free reports, free videos and you're doing webinars, of course. As you can see, free webinar, free webinar, free webinar, webinar replay, free webinar, free webinar, free webinar.

Out of anything, you're seeing webinar show up time and time again. That's why I wanted to go into much more detail and actually show you why and how you're going to put your webinars together, kind of the actual process behind it and what the theory is behind it and why you're doing it.

A little bit more of decoding of that launch funnel is you're just trying to build up the buzz. You're trying to get the excitement around it, because the more excitement there is, you're building the excitement in your potential customers' mind. If they're not excited about your product, they're not going to buy it. If they're not excited about the results that they're going to get, their future, what they see it can bring to them, then you're not going to get the sales.

That's really that most important, kind of the theory behind sales. It's kind of sales 101. That's what you're trying to do throughout this entire launch funnel as well. You're trying to combine great training with your webinars with getting everyone excited, giving them value. Really when you're using webinars as well, you want people to say, "This is the best webinar I've ever attended."

People know that webinars really work to convert into sales. Because of that, there's a lot of people out there doing webinars that just aren't very good. You want people, no matter if they purchase or not, to come away from it saying, "That's just a great webinar. I really feel like I got something out of it and I'm excited to keep moving forward with it."

They want to join the next webinar. Once the cart opens, they really want to jump on board. That is your goal with it. What you're also doing with each of these webinars, you're not just repeating yourself each webinar. You're actually kind of changing the topic. You're evolving with it and you're leading them to the conclusion that they really have to purchase this product to put all the pieces together.

Through the webinars, you're putting some of the pieces out there. You're at least bringing them into your potential customers' awareness, but then the product is really the secret to put them all together and so they will see the results. Technically, through the value that they get in the webinars, they could take that and take action and see results from it, but to really get the results that you're promising through the entire phase with your product, they have to purchase it to put the puzzle together and get that secret. When you're decoding the entire launch, that is really in a nutshell what you're trying to do with it.

What do you include in your webinars? What is the theory behind webinars? Webinars, you can do so many different things in webinars. What most people do is they kind of start out with, "Hi. This is me, this is who I am and I'm going to

just start talking about my product. This is what it can do." They're giving facts, kind of a fact sheet.

You might get a few sales from it, but that's really not the best way to use webinars in a product launch. You really want to get more in the psychology of sales behind it. What I found really works- I'm pulling this from some of the best webinars, some of the best salesmanship out there. I've watched a lot of webinars and of course, Profit Academy webinar follows very similar guidelines to this.

What you're doing is you're really following a formula and that's the great thing about Profit Academy. Phase 1, phase 2, it's all about formula and you can do that with your webinars as well. When you start out with a webinar, you want to put into your potential customers' mind that this webinar is for them or they are in the right place. You really call that out. Say, "Hey, you're on this webinar? This webinar is for people that have this, this, this or are looking for this, this and this."

Make sure that they people know that it's exactly for them. What you want to do is you want to call out your audience a little bit more. Not only say you're in the place of this, but say, "Hey, if you're here and this is for you, you've probably gone through this, you've probably gone through this, you're having these issues and this is why you're even interested in the first place."

It's almost kind of like you're reading your audience, because you know if they are still in the webinar after you've pretty much said, "You're in the right place if you're this type of person," then you're actually calling out your audience even more. Then the next thing you want to do, because now they're saying, "Okay. Yes, that is me," you want to capture their attention. You really want to pull them in and kind of almost shock them.

I mean, you can do it in so many different ways, but if you capture their attention, that's the most important part in a webinar is the attention. If no one's paying attention to anything- This plays for the entire launch product like if you're giving free videos or free e-books. If you haven't captured their attention, then they'll never purchase.

They have to be paying attention and understand what it's actually about. They have to learn about the product before they're ever going to buy it. They won't buy it completely blind. The next part is you want to promise your audience that they will get something really big out of watching the webinar. No one wants to waste their time and that's what happens a lot with webinars.

By the end of the webinar, people feel like they actually just wasted their time. You never want your customers ever thinking that they wasted their time after watching a webinar of yours. You want to give them a promise that they are going to get something out of it and make sure you deliver on that. You can't just promise something that you can't deliver on.

Come up with a promise of how you're going to get something out of this webinar. Of course, because you're promoting a product, talk about why your product or kind of the process works. Talk about how you came about, why it works in your sense since you're using it, since you created the product, you know why it works. You can really bring that to the table. You also want to talk about how you came up with this product.

If you were coming up with a product that is new to the market, that means no one else has. Even if you already have a very similar product, you still have your own angle on it. What was your breakthrough to create this product? What changed in your life? What changed in your thought process to have this breakthrough and to be able to create this and bring this product to them? That's what you'd want to walk through next.

Then of course, what's really important is testimonials. No one wants to ever ask the question, "Like, well, am I the first one? Have people actually gotten results out of this?" If that's in their mind, you want to squash those thoughts immediately by proving it with testimonials that it does work. Real-life testimonials.

If you don't have testimonials, you want to go out there and get them. Since you're in phase 2, you don't want to bring a completely brand new product that no one's ever used ever to the market. You want to make sure you have some test cases, some case studies that you can use. Get those case studies for your testimonials.

The next part, what you're going to go through is, if you're bringing something to the table that it has a lot of value, people are going to ask, "Well, why haven't I heard about this before? Why does this seem new? If this actually works, someone should've done this before." You have to really tell them why people haven't heard about this before. There's so many different ways. Like Profit Academy ...

It's because Anik has gone through 12 years of learning and different process and building a team and really bringing all that together, putting all the pieces together. He's been successful for those 12 years. Of course, you've heard his story before. There is a reason why this launch of Profit Academy is so much

different and all the pieces that fit together. That's why you want to talk about why you haven't heard about this before.

With value and content, really at this point, this is semi-optional, but I highly encourage that you bring on it. When people are on a webinar, you want to bring them value. You want to give them actual content that they can use that day to implement in their business, implement in their life, implement in their relationships, whatever type of product that you're bringing to market.

You want to give them something that they can use. The big caveat here is you don't want to give away your actual product. You don't want to teach them your product in this part of the webinar. You want to give an overview. Like what I was mentioning before, you don't want to put the pieces of the puzzle together in the webinar. You want to bring up the puzzle and leave it as a puzzle so they can take a certain piece of it and say, "Hmm, okay, how could I use this? How could I use this over here?"

It's really getting the intrigue and sparking their interest, but also bringing a level of value to them that they can use. The next part that you'll talk about is the way to success. What this means is if someone was going to go out on their own and learn the entire Profit Academy phase 1 and phase 2, how long would it take you to learn completely on your own, with no no help from anyone else? That's what you're pointing out.

If they go out, of course, you could get results without this product, but how difficult would it be and how long would it take to get that success? You're pointing out how long it would take and how difficult it would be and then pretty much bringing it over. You know what, we solved all those issues because we've made it a formula, a step-by-step process that other people have used that have already gotten success and we're going to show you the way.

We're going to give you the treasure map and that's what we're going to do. We're going to make sure that we lay it out as a perfectly step-by-step treasure map that you go 2 feet this way and you find the treasure.

The next part is unveiling your product. Pretty much at that point, you've given value, you've sparked the conversation, you've created the intrigue. Now you really should just unveil your product. What is the product? What is it exactly? Give them, "Okay. Here's the product. This is what it's going to do for you. This is really the success that you can see from it. Here's the result. This is an 8-module course that you will go through step-by-step to lead you to this end result."

When you're creating a product, you want to make it so it is easy and simple to get success. Of course, it's not always easy and simple to get success, because

sometimes it's just a process. There's no magic pill, of course. You still are trying to create a product that it makes it so much easier for people to get success instead of going out on their own. Show how your product is making it easy and simple to get success.

The last part, this is kind of where you switch gears in the webinar. For the product launch funnel, this is where we change up. If you're just doing the pre launch phase of webinars, then you're not going to come into the payment plans, the guarantees, the prices. This is really once the cart opens. Once the cart opens, then you want to add in these limited time offers.

You want to really say what the price is. Be very upfront about the price. Don't ever waiver about your price, because you know you're bringing value with your product. If there's any guarantees, 30-day money back guarantees, any kind of double guarantees ... If you follow through with the whole process of the course and you don't see results, we'll double your money back, something like that.

Of course, adding in payment plans as well. Payment plans are a huge, huge easy way to increase conversions. Make sure you add in these four points. Like I mentioned, this is going to be different if you're doing a pre launch webinar versus after the cart has opened and you are ready to actually bring in sales, then you want to add in these last four points.

Add the end of that, to really add in the bonus with these webinars is you're going to add in more things for it. You just keep adding value: there's going to be more training, there's going to be webinar events, Q&A sessions. As you can see with Profit Academy, there's tons of Q&A sessions. There's tons of things that are really helping you out that will keep adding- Live events, there's the forums, where there's coaching, stuff like that.

You can add in so many different things to add value. This is the time. Once you're in the open cart phase, this is the time to add these in at the end as well to really show how you're going to support this entire product and the entire launch. Make sure when you're building your product and you're building your funnels, how can you add in these different things?

This works out perfectly in back end products, in back end funnels as well. You'll think of these as the up sells and the back end products. Let's do a quick review. We went through a lot there and really focused in, of course, on the webinar section of the launch phase and why webinars are so important and how webinars can be used to sell.

We walked through the product launch and the product funnel. I've shown you, of course. You're doing this and you're always trying to maximize your profit and

maximize the value for the customer by building out an entire funnel, whether you're promoting it through your own list or through affiliates. We walked through a full product launch, a pre launch and the post launch, what's the difference.

We focused on decoding the launch funnel and why using webinars is so powerful and then walking you step by step. As you create a webinar, make sure you follow in line with what I walked you through. You don't want to bounce around. Actually, stick with that formula. Stick through and go through and look at your product and see how can you fill in those gaps. Use it as a fill in the gap tool that you can use whenever you're getting ready to sell using a webinar.