These 4 steps make webinars and workshops convert! Transcript

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Webinar Purpose and Funnel Context

So this video, we're going to try and get into what should you put into your webinar. So you've got a workshop coming up. You've spent all this effort trying to promote the workshop.

you really want people at the end of the workshops to buy your product or join your course or come to your program or sign up or buy tickets to you conference.

And you want this webinar to make them want to do that. And you're thinking, what do I put in here? And your prep is taking you everywhere. So this video, we're going to try and get into what should you put into your webinar, right?

So first thing first, What is the purpose of your Webinar? and I don't mean the topic and, I mean, um, when it does for you in your business, is what is purpose, of the webinar for the audience, for, the, purpose who is attending the Web?

Now, if we think about, this funnel that they've been traveling through, they have been having a journey down this. They've maybe seen you on LinkedIn or Instagram and decided they want to follow you.

And they're coming to your world and they then seen some of your posts. Maybe even had a conversation with you or maybe spoke to you in the DMs and you sent them an invite to come to this webinar.

So your webinar is sitting in this zone here. Your webinar, is in space where it is sort of at the end of the funnel, but it's still very, very far away from the outcome that they desire.

Yeah. The thing that's going to get them to that outcome is hopefully your product. You know, your course or your software, you program, whatever it is, is the thing.

That's standing between where they are now and the outcome that they desire.

Setting the Problem and Desired Outcome

So the webinar is not what's gonna get to them. The outcome, the product is what it's kind of get in the app and that it takes at least a couple of weeks, if not months for them, to work through or use and invest in to.

to the other side and they can't do it without your product, which is why they would buy your products. So the webinar is not the thing driving them the outcome.

What is your webinar doing? The one thing, the sole thing your web is doing is helping them make the decision about whether your project is the right product for them.

When you think about the content of your Webinar, it should to the outcome, but it should definitely help them make a decision. If there's only one thing your webinar does, it's that it actually helps them to make the decision, so the first thing you're webinar needs to do is showcase where they came from and where the heading.

Set out the direction. if they don't agree with the problem of where there were in the past, where it comes from, then this is not for them. They don' have a problem, they're not going to want the solution.

If the outcome or the dream is not what they're striving towards, then they are not going to want to get there. So the first thing that sets context is where are you now?

Where do you want get to? So where you are now, where do want you to go? What is the future that you're going help them achieve the outcomes? what is that?

That's the first layer of setting context if, and helps helping them make a decision. So if they say, Nope, this problem is not for me and this outcome is for.

Then I'm going to leave this not my product. That the, first thing you kind of want to get out of the way.

Explaining Why Your Product Is Better

Right. But if if the do have the problem and they do want that future and their line with you and say yes, then the second layer things that they need to know to make decision whether to buy a product is the why.

Why your product, why is it better than any of the other products? And there's two reasons why something can be better, than another product. And that is one, it's either faster or it is more accurate.

So if you've got a product that's faster, or more, accurate, then people will buy your products. Right? So they've then, at this point, they would have agreed to the problem and dream that they're moving from and towards.

They would have then agreed like, cool, yes, I can see that this is faster and more accurate. And then comes a third layer of decision-making that that looking for.

Now, the third of this decision making is about costs. This is the point at which we start worrying about cost. It's not all the way right in the beginning.

it's about, okay, fine. I want to have this problem. have I won this outcome. And I agree that your product is probably the best way to get to that outcome, but what is it going to cost me?

And now if there are certain things that someone could pay you endless amount of money for and you wouldn't do it because money doesn't stand against your values, your morals, the kind of life you want to live and the things you just can't see yourself doing.

Showing the Process and Effort Required

Beyond money, the first cost that really matters is what are they going to go through as a result of using a product in the attempt of getting to that outcome?

And so the third thing you need to tell them is how, how are you going get them there? How are going you to get the outcome so that they can visualize going with you on that journey and decide for themselves, yes it's for me, no it is not for.

It's kind of like going into the gym and your instructor says, I can help you lose 10 kgs in one month. But how are you going to get there? You're going have to eat no sugars, no ice cream.

We're gonna wake you up at five in the morning. You can be doing 10 K every other day. I'm going say, that's not sustainable. That I can't do that. It's about my belief in you.

And I fancy myself getting there. So when you share the how it's, about them being able to believe that they can take that journey with you and. That's not for you to decide, that's for them to design.

All you can do is share in good detail what it looks like. How do you get them that outcome? And so at this point, they've decided that, yes, I have. They've decided that, yes, I have this problem and I want to move towards this deep dream future and your product is faster and more accurate or more.

And cool. I can see how you're going to get us there. Like I could see myself following that journey and that path

and willing to make some sacrifices, but is it going be worth it?

That's the last thing that you need to share with them. is, is it going to be worth it? Is the money, the effort, to grind the pain, time it takes to get to that outcome.

Is it gonna be worthwhile? Because even though they agreed to have this dream, now is when they're actually seriously thinking about, Is It going To Be Worth It?

Do you want something? Yes. is It worth the Pain, The Struggle? Everything it Takes to Get There? Your answer might become no at this point.

Evaluating Whether It Is Worth It

So here's where Alex Hermosy's value equation kind of comes into play. which he says is that the value of your product is equal to the dream outcome. How well is it defined and whether it's aligned with them times the likelihood of achievement.

Can they actually get to end divided by the time it takes to get there and the effort and cost of getting there. So hopefully if you follow this four step framework within your webinar, you would have already showcased them the dream outcome, the likelihood of achievement, and the time it takes to get there.

the effort they're going to have to put in and actually finally being able to help them make the decision of whether your product is the right product for them or not.

And if they've agreed with this being the problem to solution, if, they were agreed that this is, the thing that they want to do and they can see them doing it and I think it's worth it.

That's the point at which you can share with them what the price of your, product, is going, to be, because that's when they, can finally make a fair trade off of Is it worth the price?

Is is worth, the cost of paying money in addition to all of those other things? All of other those things come first before the prize, right? Sometimes it's very obvious people come in with preconceived notions and you still walk them through this entire process so that they are with you on the same page and they don't just think that it is a bargain, pay for it and realize that is something totally different.

That's not what you do. So to recap, the function of your webinar is simply to help people make a decision whether they want to buy your product or invest in your company or come to your conference or not.

Because they're working towards a dream outcome that hopefully you're going to be getting them towards. So leave in the comments below what was useful for you and drop me a follow for more content like this, helping clinicians become founders.

I've been Shubh, see you the next one.