

## **SPI Podcast Session #29 - How to Conduct (and Master) Webinars with Lewis Howes from LewisHowes.com**

**Transcript (by Speechpad.com)**

show notes at: <http://www.smartpassiveincome.com/session29>

***Intro not transcribed...interview with Lewis Howes from LewisHowes.com starts below:***

Pat: Today I am extremely excited to have on the SPI Podcast, someone who I really look up to. One, because he is much, much taller than I am. Two, more so, because he's an incredibly smart and inspiring and generous guy, who is always taking things to the next level online. I had the pleasure of meeting him for the first time a couple of months ago, actually, here in San Diego, although, we've chatted online before.

He's an ex-football player who likes to dance, but he's better known in the online world for his promotion and success using LinkedIn, which is the social media platform that, at least for me and for a lot of people in the audience or those of you listening, is totally underrated and totally underutilized. We're not going to be talking about LinkedIn, today. He's also known for his expertise with the use of webinars in online marketing, which is why I have him as a guest today. Let's all please welcome, my good friend, Lewis Howes. Lewis, how are you today, my man.

Lewis: I am doing fabulous, Pat. How you doing brother?

Pat: Doing excellent. Thank you for coming on the show. I've actually had a lot of demand from the audience to have you on the show. It's really awesome to finally . . .

Lewis: Really?

Pat: Yeah. I have.

Lewis: Demand for me, or demand for webinars?

Pat: Demand for you to talk about webinars. We're killing two birds here. I have to ask you, how does an ex-football player turn into a very, very successful online businessman? Can you give us a Cliff Notes version of your story and how you got to this point today?

Lewis: Yeah. I'll try to be really Cliff Notey. I didn't have any experience in business. My dad was actually a really successful entrepreneur. Had his own life insurance and health insurance company. Really grew to something special from the time I was a teenager until college.

Before that, we didn't have any money. I would always try to figure out how was I going to make money as an adult. I didn't want to work for anyone, so I never worked a real job. I had some internships. I was a bouncer at a night club. I was a truck driver in between college football season and professional football season. I knew I hated it whenever I was working for someone else. I had no clue how to build a business.

What my dad had learned, I never learned. How he learned to become an entrepreneur, he never taught that to me because I was so focused on one thing in my life, and that was my passion, which was being a professional athlete. I put all of my energy during college and after college to training; visualization about my success as an athlete; getting bigger, faster, stronger; networking with players and coaches; doing whatever I could to achieve the one goal that I wanted to achieve.

After my rookie season, I got injured. I had to have surgery. I was recovering for about 6 to 12 months from this surgery that I had. During that time, I was trying to figure out what is my next step. I couldn't play football anymore. I had to retire because of this injury and this surgery. My entire passion, my entire dream, my entire focus that I had my whole childhood was now gone. I had no back-up plan.

I went to college, basically, just to play sports. I barely passed with a 2.0 average, probably. I hardly went to class. I didn't try, because I knew exactly what I wanted. I had a passion and a drive and I put 100% of it into this one thing of playing sports. There was a couple of things that happened. I'm going to try and shorten this down. I know I'm speaking too long here.

Pat: No, no. Take your time. This is all good stuff.

Lewis: There were a couple things that happened. I knew I was so ignorant when it came to building a business. I had zero experience. I didn't go to school for this. I went to school for sports management. I knew I was extremely competitive. If I wanted to achieve something, I could achieve it. Based on my sports background and the great coaches that I had, I learned a lot on how to apply certain principles to anything, not just sports.

I figured out a way to apply it to the business world. I knew I didn't want to get a job. There were a couple of moments where I almost went to go for interviews, eventually, because I was so broke. I was sleeping on my sister's couch for the first six months after I got injured, and again, I was trying to figure out what my next calling was going to be. I started researching. I had a lot of free time because I was in a cast recovering. I spent a lot of this time initially on LinkedIn, about eight hours a day, building a network on LinkedIn, connecting with people one-on-one, asking successful people I saw on LinkedIn how they got to where they are right now.

I would find successful authors, CEOs, Entrepreneurs. I would reach out to them and literally ask them questions about their success. I learned early on not to ask them advice about how I could get a job or do something, because no one wants to give advice, but they're willing to talk

about their successes.

For me, I started doing that and building a very large network, around 35,000 people in the first 12 to 15 months, an email list I built using LinkedIn. Again, I had about six to eight hours a day I was doing this.

I also started researching about online marketing, persuasion, influence, email marketing, social media marketing, and just dabbling in this, basically, 24/7 for the first year after my surgery. I was still not sure how I was going to make money or build a business.

I eventually, slowly started hosting events, then wrote a book, started doing some one-on-one stuff, started very small, getting paid \$50 for an hour and then moving it up to \$100, and then increasing it. I think over time I learned how to grow it, based off of my passion from sports, and being able to apply that to the business world. I guess that's my Cliff Notes version.

Pat: Thanks. I apologize about the injury. I know that was totally life- changing, and probably very drastic for you when it was happening, but it turned out to be okay, because you have a determination and everything you applied in sports you were able to apply in life as well. What were some of the one or two things that you learned in sports that you applied to get to where you're at today?

Lewis: I think the more and more I hang out in the business world I try to surround myself with much smarter people than myself. It's not that hard to do, because I'm extremely ignorant. Pretty much a lot of the people that I hang out with are much smarter than me, but one of the things I've figured out is, as I've grown, early on I saw people that I thought were really successful who were doing big things, or doing something online, creating products, I started to outgrow where they were at after a year or two, and realized that they lacked something that I would say I don't lack.

They maybe were a lot smarter than me in a lot of ways, much more book smart, have a lot of experience, understand the business world and practices and systems much better than I do, but I think a lot of it is just drive. I don't know if there's a specific word for it, but I was so passionate about being the best that I could be as an athlete. I had the willingness to sacrifice whatever it took, ethically, to get to where I wanted to be.

I think a lot of people in the business world, or online marketing world, or whatever it may be, they have that same drive and that passion to be successful, or to achieve some goal they may have, but they don't have the willingness to sacrifice whatever it takes, ethically, to achieve that goal they have.

For me, it's all about being the best in the world at what I do. I'm willing to sacrifice not having a girlfriend, not going on a trip, or sleeping on my sister's couch for a year to figure it out, as opposed to taking a job and taking the easy way out. I'm willing to spend all day and all night

working if I need to get something done. I'm willing to stay up all night. I'm willing to do whatever it takes to go out of my way to meet the right people, and offer value to them. I'm willing to do these things. I think some people make excuses and are just not willing to sacrifice the same way I am.

Pat: No, totally understandable. There are a couple of things I want to mention. First, your whole idea about making connections with people, I think that's absolutely important. Nobody can do any of this business stuff alone. You have to make connections. You have to build relationships, and like you said, build relationships with people that are a lot smarter than you. I know a lot of people are a lot smarter than me too. And how I got started with doing business online was just by going around and seeing what inspired me, what other people were doing, and just connecting with them. Sometimes it's as easy as just asking them, just like you did, how did you get to where you're at, and just learning as much as I can.

The second thing that you touched on was, we've heard this term before, Gary Vaynerchuk uses it, is crushing it and really putting all you have into what you want to do. We all want to be the best at what we do, but for some reason there are a lot of things that hold us back. We settle with being second best, or third best, or tenth best, or whatever. I think that you're a perfect example of somebody who really knows that you have to try to be the best, and to do whatever it takes to get there. That's a great story.

So you went from ex-football player to making all these connections on LinkedIn, which I think is interesting. And that itself can be another webinar all in itself. So how did you take those connections on LinkedIn and turn that into a business? Also talk about what is your business, what are selling or how are you making money?

Lewis: So I'll answer the first question, how did I start generating business using LinkedIn connections? Originally, I just had this big audience of 30,000 to 40,000 people in the first year, year and a half, and I wasn't sure what to do with it because I had no clue how to money or how to get a transaction.

I initially started to, I said, "You know what, I'm meeting all these great people on LinkedIn and I'm connecting with them via email and on the phone, but they're not connecting with each other, the people I'm meeting." So I said, "I would love to bring these people together for online, offline." They could probably leverage each other's relationships, do business together, help each other with referrals.

In 2008, when this was all happening, the economy was pretty bad, so I was like, "How can I help people grow their business." So I hosted about 20 live LinkedIn networking events around the country where I would get around 300 to 500 people to show up. They're about three to four hours long, just at a restaurant or a bar, and I started hosting them for free. People loved them. They were meeting other people in their city; they were doing business; it was great. And I was the one hosting the event so it automatically put me up on another level as an authority, I guess.

People wanted to talk to me now as opposed to me reaching out to them.

I remember this specifically, I said, "Wow." The first one I had, 350 people show up, it was a free event. I got \$1,000 from sponsors. I had four tables at \$250 a pop, or five tables or something that I'd sold, so I made about a grand, I broke even from all the work I put into it. I said, "I wonder if I can charge people at the door and we'll still get the same amount of people to show up."

So I charged \$5 at the next event, or it was one of the next events, I charged \$5, and I was scared that no one was going to show up. We had more people show up at that event than the previous event and it cut out the bottom feeders, the people who were just there for themselves and not willing to give. So I said, "I wonder if I can charge even more?" So I kept increasing the price from \$5 to \$10 to \$20 and more and more people started coming and more people paid bigger dollars for sponsorships.

I started asking the restaurant, the places that I would host them, I would say, "I'm going to bring you 300 to 500 people, but I'd 10% to 15% of food and bar sales." So I started leveraging anyway I could to generate some income. I was taking from the door; I was taking from the sponsorships and food and bar sales. I was making a few grand in cash when I'd do this. So for me, I started making a little bit of money. I was like, "You know what, this is still chump change and I'm scrapping around every month just promoting events, but I'm not really leveraging something with passive income." You can appreciate this.

I started also doing one-on-one consulting where I was charging \$50 and eventually up to \$300 a session for LinkedIn profile makeovers. But again, I was trading my time for dollars, and I didn't want to do that. It wasn't passive. So my friends suggested that I write a book about it and get my information out there so I could sell it to the masses. So that's what I did, but I still wasn't making any money after I wrote this book. I was making some sales, but it was doing something different for me, it was giving me a platform to speak and do that.

Pat: Was this an e-book or a book you can actually . . .

Lewis: This is a physical paperback book.

Pat: Very cool.

Lewis: It's up on Amazon and up on BarnesandNoble.com, things like that. And I said, "How can I leverage this same information from a \$15 book, but generate a real business from this so I'm not scrapping around every month trying to make a few thousand dollars." It wasn't until my first webinar, a friend of mine named Joel Comm said, "I want you to come on and present on a webinar." I'd never even heard of what a webinar was at the time, this is in 2009.

He said, "Come on and do a webinar. I want you to share the exact same content that's in your LinkedIn book. Break it up, you need to create some slides, share some of the content, talk

about how people can leverage it to build their business or get some more leads. And then at the end, I want you to have some type of training or a product you have, and I'm going to take a commission based on the sales you get from this live webinar."

I had no clue what he was talking about. I didn't know about affiliate marketing, I had never been on a webinar, I barely knew how to open up PowerPoint. I didn't know how to create a product, let alone a sales page and hook it up with a shopping cart and merchant account. I was so clueless and really scared about what I was doing.

Luckily, I had some good friends who had created sales pages, so I had a friend create a really janky looking sales page last minute, connect it to one shopping cart, and just made sure everything worked when people clicked the checkout button. I didn't have a product because I didn't know what I was doing. So what I said is, "I'm going to create a live training for three weeks. I'll do two hours a day, once a day for three weeks, or excuse me, once a week for three weeks in a row and I'll charge \$150." So I did this, not knowing what was going to happen. I gave my speech over the webinar. There were around 600 people on. I was sweating bullets.

I was staying at my brother's house at the time, so I went from my sister's couch to renting a room from my brother's place for \$250 a month, which was a lot of money for me at the time. I remember being in his foyer area, it was a hot summer day, I had to take my shirt off because I was sweating and so nervous about this Webinar. I was so scared to talk in front of people. I was sweating, shirtless, the Webinar starts. I put these slides together last minute, it was so janky looking and unprofessional.

The first 15 minutes my voice was trembling and shaking as Joel was introducing me and I'm trying to get into the content. Eventually I get right into my information about LinkedIn and I start to hit my stride on the webinar. I give some great points. I know my content so once I started talking about it; it was good and people loved it. At the end of the webinar, I'm basically like, okay, guys, here's a link. I've got this cool training that I'm going to create. It's not even starting until next week, but go check it out if you want to and you can see the price on the sales page or whatever and I was like I hope you guys enjoyed it.

Joel was like, "Wait a minute, let's go over exactly what this is. This is some great information. People were blown away on this live webinar." So he broke it down for everyone what the training actually was and kind of helped me sell it. I was so nervous. I wasn't sure the webinar was done. We basically closed it down, but I didn't want to close the screen down, I was scared I was going to break something or somebody was going to hear me. I eventually waited until he had ended the webinar.

I opened up my Gmail account. The only thing I saw was, you've got money, and it was synched up through my PayPal at the time so I think that's what it says, you've got money when someone sends you money. My entire email account was filled out because I think I show 50 results, so the top 50 it said, you've got payment or you've got money or whatever it said and I

started freaking out, because I realized I just made that many sales where my entire Gmail on my screen all I could see was, you've got payment. I basically made \$6300 after one hour.

For me, going from scrapping around and not knowing how to generate any money and hosting these events and doing all this stuff, one-on-one stuff I was like wow. If I can transfer all my information into leveraging it for a larger audience like this, then I could really build a significant business. At the time going from sleeping on my sister's couch to paying \$250 rent a room at my brother's place for a year to this happening, \$6300 in an hour, it was life-changing for me. It really flipped the switch for me where I said I could get on one of these every single day and do an hour of this every day.

I said if I can make \$6300 every day, I can do this all the time. It got to the point where for the last two years I've basically done a webinar, I do a lot of them. I've done over 500 Webinars over the last couple years. Now if I do \$6,300 on a webinar it's a very bad day and I'm depressed, so I've learned to leverage the information and package things over the last couple of years to really build a significant business now for myself.

Pat: That's incredible. So what kind of figures are you seeing now when you do a webinar? How many people attend and how much can you expect?

Lewis: It all depends on the product. I've got a number of different products now. That was my first product, I've got like seven or eight now, different price points from \$100 to \$1000 and even higher for different coaching programs we have and live events. It all depends, but we usually try to get 500 to 1,000 people on every webinar that we host and that's pretty standard for us and depending on the price point we pretty much know the conversion rate we're going to get depending on the price point.

For the \$100 course or training or service or product, it's usually around 25% to 40% conversion. If it's a \$500 course, it's usually around 12% to 18%, and if it's \$1000 or above, if we're getting 8% to 15% depending on the audience and the product and the offering is where we're at.

Pat: That's huge. Some significant money now coming from webinars and this is kind of your ideal platform to do business on now.

Lewis: Yeah, I'm a huge believer in webinars and I just think they're amazing because they do a couple of things for you. You don't have to travel anywhere. You just spoke recently at Blog World and you had a great time. You said it was one of the biggest attended at the event and you said you wanted to get into it more because it's fun.

You get to speak in front of an audience. They get to understand who you are. They see you. They hear you. There's an experience around it. They know, like and trust you more and they're probably more willing to be your fan or buy from you in the future after they hear from you. But

you can't travel around. You told me also that it took you two weeks to recover.

Pat: I'm still recovering.

Lewis: You're just now recovered from after live events. It took you a lot of time. On a webinar you could do three to four of those a day, or you could automate webinars and do much more than that. For me, I can do a couple webinars a day and be out for maybe two hours afterwards where I just want to relax because I've been speaking for a few hours during the day, but I can see significant results because I'm able to reach a much larger audience from all over the world.

On webinars you really are able to connect with your audience or an unknown audience much better, by giving them great value, great content and really just introducing them to you a lot better. When people can connect to you in that format, it's amazing and you can generate a lot from it.

Pat: I've heard that webinars is the closest thing to actually being with a person in real life. The other cool thing about it is you can do this from anywhere. You can be mobile. You can be traveling. You can still do a webinar if you just have online access. The other cool thing is that anybody anywhere in the world can watch you. They don't have to travel either to come watch you and be with you and hear you out.

Now you explained that when Joel Comm contacted you he said okay come on my webinar, and you had no idea really what that meant. Let's get into the content of what a webinar is and kind of how to go into the details and we'll talk about the software and different things like that. How would you answer the question to a total beginner who doesn't know anything about what a webinar is, what is a webinar?

Lewis: Sure. It's a live seminar but just based online. So opposed to being in a room with someone where there's a speaker on stage, you're at your laptop and you're hearing the speaker present their slideshow or their video live to you. So you can be anywhere in the world, they can be anywhere in the world and it's just like a seminar over the Internet.

Pat: Is there any interaction involved?

Lewis: Sure. Depending on the software and the solution you use, they try to mimic it as much as a live seminar really where you can ask questions, so you can raise your hand just by clicking a button and say I want to ask a question. You can type into the chat box depending on the software that you use so that you can ask questions that way.

The person hosting the webinar can un-mute you so you can ask a live question just like you would at a seminar if there was a mic. You can't control the screen or the slide that they produce, but they can control it as well. It pretty much mimics a live seminar, but it's just you watching it on your computer.

Pat: Okay. Awesome. Let's say I'm new to this and I'm interested in doing webinar for my audience. How do I set one up?

Lewis: The software that I use is [gotowebinar.com](https://gotowebinar.com). I'm sure you'll probably be linking this somewhere if people are checking this out on your website. I started using them, it's the first thing I ever started using when I did my first webinar, and so for me I'm a little biased because I've been using them from the beginning. I've tested out other platforms and there are a couple others out there that are okay, but I feel like right now for the industry that I'm in, the online marketing world, gotowebinar.com is the best thing out there right now. I really like that.

The easiest way to set it up is using that. You go to gotowebinar.com. You set up an account there. There are trial accounts you can do for the first 30 days for free. You create your own landing page. So you basically just create a single page that they have the options for, choosing what your headline or the topic of your webinar is going to be and you can fill out some information and then you have to take data from whoever is going to sign up. Your first name, last name and email is required, but then you can add any other data points you want to receive from people. You can make them free webinars or you can make them paid webinars. It all depends on what you're trying to accomplish.

Pat: Right. So you do free webinars to promote products right? But you could charge for webinars too if you wanted to do that.

Lewis: You could definitely charge. I've done a number of webinars where I've just charged \$100 per person. You can charge whatever you want obviously for the information you're giving away. I like the model where for me, I want to get as many people on a live Webinar as possible to expose them to me and my information because I know once they hear my information that they're going to love it, and it's really going to help them and benefit them, and the more I give to them, the more willing they'd be wanting to sign up for training or a service or an event I have in the end.

So it doesn't make sense for me to just charge only for information for people to get on because I can still give them a lot of great teaser content and there's going to be more information they're going to need if they want to buy the training. So I like that because you can get more people through your funnel.

Pat: Another question, this one's actually from a Twitter follower of mine who knew I was interviewing you. He was wondering if there was any free software out there for hosting webinars or any options. Obviously, you're biased toward GoToWebinar, and I am too. I've actually used GoToWebinar and I love it. But for those just starting out, is there any free software of would you recommend trying out the trial version just to see what happens?

Lewis: There's some free stuff. You can use LiveStream.com or Youstream.com. I've done

LiveStream and I know the CEO pretty well. It's a great company. It's just not built for a marketer to promote content via a webinar. You can still use it and share your screen and share your video. It's cool for some things, but if you're trying to generate a transaction at the end of the webinar, it's just a little more tricky and it's not as clean of an experience as a live seminar would be.

If you have a product for service, a coaching program, software, if you're trying to sell something like that, you're more likely willing to use GoToWebinar.com. But the LiveStream or YouStream is something you could definitely try out and give it a go just to experience being live on webinar with people watching you.

Pat: We're interested in doing a webinar. We picked a software. We'll say we picked GoToWebinar, of course, and there will be links on the show notes at [smartpassiveincome.com/session29](http://smartpassiveincome.com/session29). If you want to go over there, I'll have an affiliate link for GoToWebinar if you're interested in that. So we want to set up a webinar. We create a landing page. Now, that's done off of GoToWebinar, right? We don't have to go into our own website and create our own landing page.

Lewis: You just log in the back-end of your GoToWebinar account, it just says, "Create a Webinar." You type in the information and it spits out a link for you with your landing page.

Pat: Okay. So that link that they give you, that's what you use to promote your webinar.

Lewis: Yep. And there are stats and analytics in the background telling you how many people have clicked, registered, all their information right there as well.

Pat: Okay, great. So when people click on that link, they go to that landing page and that's where they can enter their name, their email and any other information you want to collect from them and then they get registered on the webinar. Then you, as the administrator of the webinar, can see that X number of people are signed up to attend that day. So how would you promote your webinar? You have your webinar set up, what are the best practices for getting more people to register?

Lewis: Sure. I guess it all depends on what your assets are at the time. If you have a list, then that's great, because you want to promote that list. If you have a social media following, that's great as well. But some people don't have a list, they don't have a following, they don't have anything. It's going to be a little more tricky. There are some things you can do to promote via LinkedIn groups and Facebook events.

Hopefully, a lot of people on here have at least a small following. You can either do Facebook ads if you don't have anything at all, and that works pretty well for the lowest amount of price I've seen to get people to sign up. But let's say you don't want to spend any money, but you have a decent sized list or somewhat of a list or some type of asset online you can promote to. Here's

what we do. We do a four day promotion cycle before the webinar. So you have the webinar, let's hypothetically say the webinar's at Thursday at 2:00 p.m. Eastern Standard time.

You want to start promoting four days prior to any webinar, so this would be started on Monday. So you'd send out an email in the morning to your entire database, your email list, on Monday morning, whatever's the best time for you to send it out, announcing the webinar.

You want to have a compelling headline and create some great copy inside the email for reasons why they need to sign up for this webinar--what they're going to learn, who's going to be presenting, the time and a date the webinar. Maybe if you're going to give a free bonus to people who sign up, what that bonus information is.

You just want to give them the information of what they're going to learn, what they're going to receive and benefit from being on this live webinar. And you want to make it feel exciting. If you just say, "Hey, check out this thing I'm doing," the importance is getting people signed up and getting excited about it before you're even on the webinar. So that's day one. You send an email to your entire list.

Day two, in the morning, you send an email to all the people who have not opened that email in the morning or in the early afternoon, you send an email to everyone who hasn't opened it. Usually 20% open rate is what a lot of people get, which is industry standard so you send it to the other 80% of people who have not opened it, you can do this through iContact or AWeber and you resend it out there to get more traffic.

You also, what I like to do is create a Facebook of fans and a LinkedIn event. There are huge audiences on both these sites that you can leverage through your friends and there's ways to automate all this. There are different systems you can put in place to make sure that you're not having to do all this, but this is just the steps.

So you send it to the un-opened's on the second day and then you create a Linked In and Face Book events and you promote using Twitter, Facebook, and LinkedIn or even if you want to post it on your blog and write a post about it on your blog you can do that as well. So you're really leveraging the social networking sites on day two and sending to the un-openend's.

Now day three, you send again to all the people who have, everyone on your email list except for people who have registered for the webinar. If you can export those leads and GoToWebinar or wherever you've got them signed up so your not notifying those people again who've already signed up and you send it to everyone with a new subject line, new copy, same link. Then you can sprinkle in some social networking tweets and Face Book updates here and there but not as aggressive that night.

Then day four, the date of the webinar you're sending a reminder email about two hours before to everyone who did not open the first few emails. So everyone who did not open the first few

emails, you send one more email trying to get people to open the email to register. Then 15 minutes before, export all the leads of people who have registered for the webinar, GoToWebinar you can click a button to export all these contacts GoToWebinar.

Export all people who have registered and send them a reminder email that you're starting in 10 or 15 minutes. We find that only 30% to 40% of people show up if you don't send this reminder email. If you do send the reminder email, you get around 50% to 60% of people to show up. A lot of people may have it in their calendar, they may be excited about it, but life gets in the way or their busy and they just forget to show up on time. Make sure to do that reminder email.

That four day promotional period has really been the key for us. When you try to do a two-week period or even 10 days, people lose that excitement about getting on a webinar they lose that emotional feeling, right when they put in their name and email and click, "Register Me For The Webinar," that's when they're most excited. So if you have it too far away from when the webinar starts, then they're not going to be as excited, they want that information. So four days and that's per cycle.

Pat: Yeah, I love this. I'm actually taking notes right now I have a small post-it pad and I just wrote down, it's a small space so I have eight post-it notes right now. Just to recap, day one, actually first question, when is the best time to actually hold the webinar so that we can go four days behind? Is there a particular day or time?

Lewis: It all depends on your list and your audience and where you are. I'm on the East Coast and most of my audience is in the east coast, but I have a lot of people International, so there is never going to be a specifically good day and time because a lot of people in Australia always email me and ask me to do them different times.

For me, East Coast, the best times are Tuesday, Wednesday, Thursday either noon to 4:00 or 8:00 p.m. So for whatever reason, we've tested them among every single day and time basically, noon to 4:00 and 8:00 p.m. We schedule a number of live ones throughout the day, so that's when I schedule them. If one of the slots is taken, we'll schedule it for a different slot. Noon to 4:00 and 8:00 p.m.

Pat: Okay. You said you do multiple per days is that for the same product or are those totally separate webinars?

Lewis: It could be a different product, we've got different trainings that we do with different contents. Sometimes it's the same product, sometimes it's all of our different products.

Pat: Okay. Just to recap, day one, if you do it on Thursday say for example, day one would be Monday and that's when you send it out to your email and you get people excited, you tell people exactly why they should sign up and so on and so forth.

Day two, that's when you resend an email to those who didn't open and you can do that in AWeber, you can actually click on the broadcast that you sent out and export the people that did not open and then you can resend to them and of course, you may think, well you're just spamming them. Well, they haven't checked that initial email yet so you're not really spamming them.

Also creating a Facebook event that's a super awesome idea and a Linked In event as well and promoting on your social media platforms that's great. Again, all going back to that link that GoToWebinar sent you to get people to register.

Day three, send people who haven't signed up yet to, what did I write down here? I was writing so fast. Day three, send people who haven't signed up another email. So they may have opened the email, but they just haven't signed up yet.

Lewis: Yep.

Pat: Some of the things I know in my experience to include in these kinds of emails are social proof. Maybe say we have already 500 people signed up or we only have 100 seats available, there are 70 already filled so please sign up now just to make you get your seat and things like that, introducing a scarcity factor in there.

If you've done previous promotions before through webinar, including some testimonials or case studies from other people who have used the same content and are benefiting from it would then help people who are on the fence to really sign up and become a part of it.

Day four, that's the day you actually do the webinar and you send an email two hours before reminding people who have not signed up to register; it's kind of their last chance. Then 15 minutes before, that's the kicker to send to everybody to remind them, and that will change the percentage from 30 to 40% to 50 to 60% if you just sent that once email.

Lewis: Exactly.

Pat: I think that's a great way to do it and I love the structure of that and to get people to go on there. I have heard people create these webinars and they have 600 people signed up, then only 100 people show up. So by doing this system you create excitement, you create buzz, and you can ensure that the people who register are more likely to come to the webinar.

So we have the webinar going, we have people registered, and then if we're about to do our own webinar, you open up the GoToWebinar signs, where maybe you have your slides ready and you're ready to do an hour-long presentation, two hours. What's the best length of time for a webinar?

Lewis: I usually like to keep it around 60 to 90 minutes.

Pat: Sixty to 90 minutes, okay. So as far as content of the webinar, what people are going to watch, is there a specific structure, as far as best practices, to put in the webinar, especially if you're going to be selling something or promoting something? Do you talk about the product right away, or give content first and then pitch it at the end? What's the best way to go about it?

Lewis: Sure. I'm assuming a lot of people who are thinking about doing webinars are going to have something to sell. Whether it's their coaching, or one-on-one time, or a product, or service or software, they're going to have something to sell. But you've got to give answers to people problems or their questions throughout the presentation.

A lot of people log onto my LinkedIn webinars because they want to know how to get more qualified leads or their looking for more traffic, or they're trying to find a job or they're trying to get more sales. I give away my best answers and my best tips and content on how to answer their questions and how to achieve their goals.

So I tell them some great strategies. I give them more leads through LinkedIn groups; I show them how to find their dream job by answering questions in the Q&A section, all these different things they can do. And while I'm going through this, there's a lot of content I can cover, and in an hour's time, I can't cover everything.

So I give a couple of tips through the whole thing, and I say I seed throughout the entire presentation. You know, I'm going to give you a great tip right now, make sure to take notes, implement, take action on this because you will see results when you do that.

But I'm not going to have time to go over the other stuff that you can cover here. I do have a training at the end that I'll share with you guys, where you can get all this information and a lot more on everything we talk about.

I'm going to go over the content right now, but just make sure that at the very end, I'm going to let you guys know what we've got for our advanced training. So I seed this in the presentation, where I'm saying, "Okay, here's the great tips; here's the great tips; here's the answer to your question; here's what you can do to see a lot of success in your business."

And I also say, "This isn't all and I'm going to share with you more of that toward the end, so make sure to stick around to the very end, and you'll get all that information."

There's definitely a formula and a system to making sure you're giving away your best content but not giving away everything so that people will buy your product, your service, your software. HelpSpot.com, they do a great job of this as well. I talked to Mike Volpe about this, who's the head of the inbound marketing there. They do dozens of webinars every month.

I don't know if anyone's ever heard of HubSpot. It's a multi- million dollar company. They have a

software that they sell and a solution to help you generate more leads online. They do a lot of informational webinars on different online marketing tips and best practices, but at the very end, all they're going is selling their software that helps you get this leads and traffic and sales even more. They say that the webinars are the best way to connect with an audience, and the more you give away, the more people are willing to buy.

Pat: Right. I mean, to be honest I'm on HubSpot's e-mail list and I get pitched every week to go to a webinar, which I think is cool.

Lewis: All the time, yeah.

Pat: I haven't seen anyone else doing that. To be honest I haven't gone on to one of those webinars, but I think I should.

Lewis: Right.

Pat: Just to kind of see the structure of how the webinar is laid out. Obviously, like you said, they've been giving away a ton of great information and then at the end of a pitch this product, which is cool. And I think another interesting thing about them is that every e-mail I get hits a different aspect of Internet marketing.

Lewis: Exactly.

Pat: One time it was about e-books, another time it was about Facebook and social media, another time it was about what SEO. So whatever people are interested in they will eventually get them on board on the webinars.

Lewis: Exactly.

Pat: I think that's really smart; it's cool, that's really cool.

Lewis: Yep.

Pat: Okay. So a 60 to 90 minute webinar, you know, you give away content, obviously some really good content, and at the end you pitch the product hopefully in a great way that will get people excited to purchase it. Would you also include a Q&A session in these webinars?

Lewis: Yes. So here are the phases. There are a number of smaller phases that I could talk about but I'm only going to talk about the four main phases of the webinar.

Pat: Okay.

Lewis: The first phase is the pre-party, which is before the webinar even begins. You want to get

on about 15 minutes early at least for a number of reasons. You want to test to make sure your mic is working, that people can see the screens. You know, all the technical stuff is out of the way so you don't start it on time and have to figure that stuff out.

So you get on early to test the audio and all that good stuff, and then you want to build rapport. So before the webinar starts, let's say it starts at 2:00 p.m., you want to get on at 1:45 and start saying a few things.

Say, "Hey guys, thanks so much for logging in. If you're just logging in right now with us, we're going to be starting at the top of the hour in the next 15 minutes. And yes, you're in the right place - this is the LinkedIn Marketing for Business Professionals Webinar, and we're going to be covering this, this, this and this. So again, the webinar starts in about 13 minutes. Make sure you guys stick around, go grab a glass of water, cut out any distractions, get a pen and paper out and get ready to take notes, because we're going to be covering a lot of great information, so hang tight."

I will repeat that 10 times, every minute on the minute until the top of the hour. And I'll say, "Hey guys, if you're just logging in you're in the right place," and I'll go over that same thing over and over. In between that I might say, "Wherever you guys are in the world go ahead and type in on the question box at the Go-To-Webinar Control Panel what city or state or country you're in, and let me know how you guys are doing. Are you having a good day or a bad day?"

Pat: That's awesome.

Lewis: I'll ask some questions, I'll say people's names. I'll say as many people's names as possible. So if 100 people reply in a minute I'll say, "Todd from California, Pat from San Diego, John from St. Louis."

I'll go through it and say everyone everyone's name. I'll just say, "Thanks so much, all you guys, for coming on. It really means a lot to me."

When you hear your name, you're more in tune to what the person is saying. So for me, I like to engage people before the webinar even starts by saying their name and recognizing them for making a smart decision, for coming on the webinar.

Pat: That's an awesome tip. Wow!

Lewis: By doing that they're just more engaged and they're willing to sit there and take in the information. So that's the pre-party, Phase one. Make sure the audio and the technical stuff is out of the way; get on early and start letting people that you're going to be starting, because nobody wants to get on there and hear silence for 15 minutes. They want to feel like they're doing something or else they're going to get bored.

Pat: Yeah.

Lewis: You've got to entertain people. You don't have to be a dancing monkey or something, but you've got to entertain people by being there and being interactive with them. So that's Phase one.

Phase two is then the introduction. So at the top of the hour you want to get right into it and get through the introduction. When I say I do a couple of webinars a day sometimes, it's not always to my own list. Other people promote to their list for me to come on and do a webinar for them.

So when I'm exposing myself to a new audience, people who have never heard about me, you've got to share your introduction. Usually they'll introduce you, but you've got to give them information - enough information so they know why you're credible to give the content, otherwise no one's going to believe you.

If I just say, "All right guys; thanks for coming to the webinar. Let's go over this. Step 1 on LinkedIn. You're going to want to do this, this and this," people are going to be, like, "Well, why are you telling me this, and how do I know you're credible and this is even true?" So you've got to build up some context of why. If you're doing a webinar on how to build a smart passive income niche site, and I get on there and start talking right away, "Okay, step one you want to go to this website and buy this, and you want to do this." If I have no clue who you are then I'm going to be, like, well this guy has no idea what he's talking about. I have no idea who he is.

So I need you to tell a story. Give me some context about why you're the best in the world at helping people build smart, passive income sites. Then I'm so much more connected to the content. So unfortunately, it takes about 10 to 20 minutes, depending on what the person on the webinar is introducing to you, things like that. For you to get past the introduction, because you need to tell a story, you need to tell about why, some of your past accomplishments, some of the people you've worked with, things like that. Why you're a credible resource for this information and that takes from anywhere from 10 to 20 minutes.

Pat: Yeah story. See that, even Lewis says include stories. Include stories.

Lewis: Stories are the most important part of the webinar. If you start off first by telling facts, you're going to lose people. If you start off telling a story, then you're going to hook people and keep them captivated until the end. So you want to tell as many stories as possible and as many examples as possible. People love to listen to stories, not facts. So that's Phase two of the introduction.

Phase three is basically the content, the meat, the plot, whatever you want to call it. It's basically the body of your presentation. So that's where you go over and give away as much value as possible. You over-deliver until your eyes bleed, that people are so happy with the content. You need to just puke it all out there and give your whole heart and soul into helping people, whatever

it is with the information you want to give them.

So I get right into the nitty-gritty stuff. Some of the most advanced strategies. I give them stuff they can work on right then and there so where they can see instant results if they actually applied it then and there. I try to go for wow and shock factor. Just get them so excited that they're like oh my gosh this is amazing, I can't believe he's sharing this information with me and I'm getting it for free, this is unreal. Right?

Pat: Yeah, yeah.

Lewis: So if you do that, you'll keep hooking them to see what your next point is going to be. Your next content, your next information. You want to give them so much value that they have five pages of notes within 30 minutes.

After you go through the Phase three, the body of the presentation, you go into Phase four, which is really, I like to call the close or the pitch or the offer or whatever you want to call it. This is the Phase where you say, okay guys, we've been on here for 50 or 60 or 70 minutes, however long it took you to do the content, and I've given you some of my best information on how to achieve smart, passive income by building your own niche sites out there.

So you can save more time with your family and your friends and the lifestyle you want live as opposed to grinding 90 hours a week working for the man. So you talk about this, this is what I just shared with you guys, but you know what, there's only so much you can apply from the information I gave you. Obviously there's a lot I can cover. I've got years and years of experience doing this.

So I want to make sure I let you guys have some of the advanced training. Or you're either going to talk about your training or your coaching or your product or some service you're going to offer. You know what if you really want to build a bigger business with smart, passive income then you need to do X, Y, and Z. I just want to let you guys know I've got this specific thing available right now, today. We've had over 10,000 people or happy customers have already. So you're seeding in testimonials and social proof already.

And you're basically giving people the offer. You say this is what we've got. This is what's available. You break it down as the benefits, the different features of the course, the training or the software or whatever it may be and you offer the price. Then what I like to do is, because you want to keep people around as long as possible. So I either tell people we're going to give them a free e-book or report if they stick around until the very end until the Q&A section, because I want everyone to listen to everything, or we'll just do Q&A and answer people's questions for 15 minutes after that. That's all part of the close. The pitch is offering the product. Telling them about the advanced strategies they're going to have in your training or the offering and then answering people's questions. Making sure everyone's questions are answered so they feel comfortable and happy about everything else. That's the four phases.

Pat: Okay. So just to recap. Number one, pre-party, which is the most awesome idea I've ever heard. I mean I've read books about presenting live and a lot of these books suggest to come early and meet with people who are going to be in your presentation beforehand, just to get to know them. It makes you feel a little more comfortable and it makes them feel more comfortable about listening to you. I think that's what the pre-party is. As far as the webinar is concerned, I think that's an awesome idea, especially naming people's names and where they're from. That would just get people engaged right from the start. So I think that is a very, very awesome tip.

Number two is introduction, 10 to 20 minutes long and that's where you should tell stories and provide proof about who you are and why you are the person talking to them about this or why they should listen to you talk about this.

Number three, that's the content or the meat of the presentation. You give away your best, most highly valued content, especially something that you can have them do, which gives them instant results.

Lewis: Right.

Pat: And I think that's important too. Even if it was something they could do while on the webinar, just to blow their minds and go, wow, this stuff really works, that's going to be different for whatever niche you're in, but I think that's huge. Number 4, the close of the offer, which also includes the Q&A section. Again, trying to get people to listen to as much as possible. You drive people from the webinar to a sales page that's already set up before hand, is that correct?

Lewis: Yes.

Pat: Okay.

Lewis: You want to have a sales page for your products or service. That's the four phases of the webinar, but I would actually say that there is six phases of the entire webinar process. Which would be the marketing phase, beforehand, which we talked about those four-day promotion period. That's the first phase, really. The four phases of the webinar, which we just talked about. The final phase of the webinar as a whole, the event, which would be the follow-through phase.

We just talked about the first five, really, right now. The marketing, the presentation, which is four phases, and then the follow-through. Let's say we do \$10,000 in sales after one webinar, but only 50% of the people show up. If we follow through with the people that didn't show up and host a replay to them, sometimes we will get \$5,000 or \$10,000 more in sales from that same people that registered.

A lot of people forget to follow up with people who were so interested in getting this information. They took the time to fill out the details to sign up, but for whatever reason they couldn't get on

live. If you fail to follow through, then you're going to miss out on a lot of generating more sales, reaching more customers.

You're going to need to make sure you follow up with people afterwards. Email all the people that registered or didn't attend and say, here's the presentation or we've still got a few spots left if you want to sign up, make sure to go to register for this now. Let people know about what's happening, or else you're just going to lose those sales.

Pat: You set up a separate webinar as a replay. This would be something that you would do live again, or did you record the first webinar?

Lewis: You can either do a live encore webinar, where you do it live, or you can record the first and then put it up on its own landing page and tell people to go watch it at a specific link. You can do a number of things, whatever you feel most comfortable doing. You can say to the people who did watch it but didn't buy, here are the people that already signed up, here's what they are excited about, here's some testimonials, if you haven't signed up yet, make sure to go sign up right now.

You don't even have to give the webinar again, but you at least want to follow up with people who didn't buy. Incentivize them for buying. Tell them the reasons why they need to buy. What's the importance of what they're going to get out of it. Things like that.

Pat: Okay. A couple questions about GoToWebinar. I can export the email address of those people who did not attend but who did register?

Lewis: Yes. You can export everyone. It gives all the analytics in the background, for how long people stayed on, if they asked a question or not, what question it was, all those things.

Pat: Fantastic. I think that right there is the benefit of using the software like [GoToWebinar](#) as opposed to LiveStream or YouStream or something like that.

Lewis: Exactly. You get all those data points.

Pat: Secondly, can GoToWebinar record for you? Does it have software in it that can record the presentation?

Lewis: Yes. It does record it if you have a PC. They are working on it and making it if you have a Mac, you can record it as well. Right now, I like to control the video file myself. They export it in a certain file that doesn't work well for my editing software. I use a software called ScreenFlow for my Mac, which is a \$100 software. It's a great buy.

Pat: That's what I use too.

Lewis: That way, I can adjust the audio volume and it's very easy to edit. If I'm on 15 minutes before, I just want to cut that out. You can't really edit that on GoToWebinar. Whenever you press record is when it starts. ScreenFlow is pretty easy to do all that.

Pat: Great. Okay. Perfect. You actually covered all of the questions that I wanted to cover. Thank you for going through the follow-through, which was going to be my next question, and things like that. Maybe, just to finish up here, because we talked about a lot of this stuff already, what are the top three or one or two things you should not do during a webinar? Things that, if you did during a webinar, would not be cool with your audience.

Lewis: One of the things you should not do. A friend of mine, who did a webinar recently, before her first webinar, she did not test it to a fake audience or to her friends. When she got on there, she promoted her first webinar, got a bunch of people on, and realized that her slides were not moving forward. They could hear her, but it was on the welcome slide while she was going through new slides. You want to make sure you test. Do not, not test. Another thing you don't want to do, you don't want to email people too much. There's a thin line of promoting too hard and getting the word out. I like the four day structure. We've tested this a lot of people don't seem to get too annoyed by that many emails because you're only sending them to the people who haven't opened a couple times. Don't promote it too hard.

The third one I would say that you do not want to do is you don't want to over sell. People can tell if you're giving value or if you're selling. And there are a lot of webinars that I've seen since I've started that all it is, is a sales or pitch fest. Right from the beginning, people are telling a story about their product and the whole time there's zero content.

So you want to make sure you're the reversed, you're giving more and more content than you can even consider possible, so much content your eyes are bleeding. And you want to do a soft offering at the end as opposed to 80% pitch, 20% content, make it 95% content, 5% offering at the end.

Pat: Right, right. Great. Those are some excellent tips. And for those that are now interested in doing webinar, what's the first step from this point forward?

Lewis: It all depends. It all depends if you've got a product, if you've got a service, if you've got something to sell, then you can figure out if you want to do your webinar. But the first step would be to go to the link on your page for the [gotowebinar.com](http://gotowebinar.com), you link your affiliate link. Sign up for a free trial account, or if you know you want to do this, then just sign up for a basic account and get started.

Set up your first webinar, and you need a presentation. I like to have slides because I like to move them along pretty quickly, keep people entertained, but if you have something that you can show people online then you can do that as well.

But you want to have some type of presentation where you can speak in front of an audience and you probably want to test something first. Create a presentation around what you know best, what your business is, what people need to hear, how you can help them. I would test your webinar a couple of times, then just go ahead and do one live. Do the four day promotional period, do through the six phases of the webinar that we talked about, and go for it.

Pat: Awesome dude, awesome stuff. You're totally making me do a lot more webinars now. So thank you so much, Lewis, for your time and your expertise today. You have so much going on and I know you have so much energy and passion for this stuff, it's just palpable, so thank you so much. If anyone wants to get to know you a little better or come find you or talk to you online, where would you recommend they go?

Lewis: The best place is just my main website, which lewishowes.com, L- E-W-I-S-H-O-W-E-S. I've got all my links for Twitter, Facebook, YouTube on there, so if you want to connect with me anywhere else, just go there first and add me elsewhere.

Pat: Awesome. Definitely go to lewishowes.com and check out his about page, he has some amazing videos there, one of them where it shows him on his football team dancing and stuff. I've enjoyed watching that with my wife actually, just before this interview.

Again, thank you Lewis. We've got to do this again, there's so much more we could talk about as far as what you're up to and I know you're already being a huge help to the SPI crowd, but there's so much more that you have to offer. I'd love to invite you back later if you wouldn't mind.

Lewis: I would love to come back.

Pat: Cool, man. Thanks, I appreciate it and we'll talk soon.

Lewis: Thanks, Pat.

Pat: Thanks, bye.

***End of Interview***

**Show Notes:** <http://www.smartpassiveincome.com/session29>