

POTENTIAL - PASSION - PROFIT

ACCELERATE

WEEK EIGHT

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Once you have the basic processes, systems and principles in place for growing your audience, and once you have established a level of credibility and understanding, which leads to more profit, you'll want to experiment with ways to accelerate and scale your results.

In this workbook, we're going to look at the foundations of some ways to increase your returns for your marketing efforts. We'll be looking at how to use webinars for positioning and for sales, how to run an effective launch strategy, running your own events and the potential hosting a podcast represents for your business. We'll explore further the ways you could build a membership, online course and group programme.

Webinars

A webinar is an online teaching, with an interactive element. It can be used for effective selling.

Hosting a webinar gives you ample opportunity to showcase your knowledge and expertise. Webinars provide valuable learnings for the attendee, and create a higher chance of someone deciding to purchase the service that you offer. After all, they have already received an in-depth training from you, understood that you know your field, and been engaged in your teaching style for a significant amount of time. You have held their attention, and given them useful, actionable steps to take in order to solve their pain points.

Some basic statistics for Webinars

- 50% of people who sign up for your webinar will actually attend.
- 20% of those who attend will sign up to what you offer them at the end (provided you have given value).
- 40% of attendees will only sign up to attend on the actual day of the webinar, even if they have planned to attend from the first time they were aware of your webinar.

So you can see that getting people to attend your webinar is beneficial for whatever service or product you are providing. Like your email list, webinar sign ups become a numbers game for sales and driving revenue into your business.

You can run webinars with slides or directly to camera, either solo or with a guest/co-host. You can choose how much interaction you wish to build with your attendees, and even decide the length of the session. You are fully in control and can dictate the pace. Many people in your industry would not be courageous enough to host a webinar, so it is without a doubt a brilliant way to stand out from the crowd.

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Setting up a webinar.

- Choose your webinar platform. Zoom is the most popular platform currently, with GotoWebinar a close second. My preferred platform is Zoom. When you sign up to Zoom, you'll have to purchase the webinar add-on to their basic package. With Zoom you can choose to host webinars for just one month if you wish, which gives you ample opportunity to get sign ups as part of a launch strategy.
- When you set up the webinar details, you'll include the time, date and topic. You'll also be able to include a picture and a brief overview of why someone should attend, and include a brief bio about the host/ co-hosts.
- You can change the sign up page branding and buttons colours to match your own.
- You'll be able to set your preferences for follow up emails to the attendees, including a reminder 1 week before, 1 day before and 1 hour before as you deem appropriate.
- Once you have saved the webinar settings, you'll be given a sign up URL, which you can then share with your list, your group and on your Facebook Ads in the run up to the webinar date.
- Attendees will be able to sign up directly to Zoom, and then receive reminder up emails.
- You can integrate your sign ups directly with your mailing list by using a service by Zapier, which allows a smooth integration process, without you having to copy and paste them over.

Prepping the webinar

To drive sales from a webinar, the most important aspect is to give immense value on the problems and solutions that your ideal client is seeking.

Leading them through a journey of recognising their pain points and struggles, positioning yourself as the expert, and providing easy to implement solutions for the first 75% of the webinar session is effective and compelling for the attendees. The latter 25% of your webinar can switch to what you are offering to further help them gain the benefits of your solution.

If using a webinar for sales, begin with just you on camera to establish rapport with your attendees, and then switch to screen sharing.

Before you begin the slideshow, bring up the chat box so that you can see the comments and interaction clearly.

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Hosting the Presentation

- In advance create a slideshow presentation, using either Powerpoint or Keynote. This does not have to be complex. In fact, the clearer and more simple the better.
- Make between 60-90 slides for your presentation for a sales webinar, which will take between 45-90 mins to complete.
- You can either create a formal script for each slide, or use a general outline for the topics you will cover (this is the best way, as you are more natural and in-flow).
- Each slide should be clear and uncluttered, follow your branding and include some photos or background layout pictures behind on some slides. Keep it uncluttered.
- Your slide does not have to tell them everything. It is a signpost to re-iterate what you are going to tell them, more like a headline.
- Allow about one minute per slide.
- From the start of the webinar, encourage interaction, likes, comments and general attention and enthusiasm. Request full, undivided attention - phones off, notifications off. Position this as the way to get maximum benefit of the valuable free resource you are offering.
- Include a welcome page.
- State your goal in helping them solve a particular issue.
- Tell them what issues you want to help with.
- Tell them the outcome your desire for them.
- Announce that you will be offering something at the end, and that in return for their time and attention you will give immense value. Ask for agreement that this is acceptable to them.
- State who the webinar is for.
- State who it is NOT for.
- Ask why they are here.
- Establish who you are. Assume your audience is mostly 'cold' and know nothing more about you than your lead magnet and funnel emails you have shared.
- Include a brief bio & photo of you.

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- Why can you talk about this subject? What gives you credibility?
- What would it mean to them to get the result you are offering?
- The bulk of the slides will then give them solutions to their issues. (Do not be afraid to give too much content or value, it is the main reason someone would choose to purchase from you later on).
- Introduce testimonials with pictures on how you have helped people with these same issues.
- Include social proof tags and logos.
- Breakdown your offer.
- Detail what the offer is, what the value of each element is.
- Include bonuses for action-takers (i.e. those who sign up today, or in next 24 hours - this creates scarcity and time pressure, which are the main reasons that induce a response from a purchaser).
- Be clear on your price today vs the full value of the offer.
- Use final page of the webinar to clearly display ONLY the URL they need to follow to sign up now. Leave this slide up for the remainder of the presentation.
- Open up to a question and answer session. Ensure you bring up all potential objections to buying/working with you, even if they are not asked at the time.
- Ask every attendee to share their biggest takeaway in the chat box, even if just a one word answer.
- Close the webinar with a thank you for attending, and an invitation to reach out to you if they want further information.

Included in the supporting documents for this section is a successful sales webinar that I have hosted, where over 85% of attendees signed up AND remained clients after the initial introductory period I introduced had expired. Use it for guidance in terms of its simplicity, structure and value.

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Why You Need An Effective Launch Strategy

People make a decision to purchase either because a product or service will solve a problem or because it will create a result they desire.

If there is an option to sign up to something without a time limit, there is no immediate pressure or demand to invest there and then, so most people will choose not to, with the intention to do so at some unspecified point in the future. This is the case even if what you are offering is something they KNOW they want, and KNOW they intend to invest in.

Unless you create scarcity and time-limits around your products and services, you will experience more difficulty getting results and building your paying client and customer base.

A launch that includes elements of time and availability scarcity will induce the fight or flight instinct that makes a person take action - the action you are deliberately driving is to buy your product or service.

In the early days of my membership, before I understood this element around launching, there was no immediacy to drive a decision to join. Therefore, even though most of my list and following were interested, knew that they PLANNED to join, they didn't take the action to make the payment.

Once I learned the value and strategy of creating deliberate scarcity and limited time availability, I have not looked back.

A brilliant, simple book to learn more about this is by Jeff Walker and is called, 'Launch'.

In every part of your launch campaign, you want to consider how to make the opportunity to sign up (to a wait list, to a freebie, to a group, to a webinar, to a bonus, to buy an Early Bird ticket) either limited in numbers available (for example 'only 30 places available', or 'first 10 to sign up receive...') or limited in the amount of time they have to access the content (such as, 'only available for 48 hours, or 'Wait list closing on...').

This will mean that anyone who is potentially interested will be stimulated into taking the specific action that you instruct them to take. Since you have been instructing them to take your call to action in many posts and emails by now, they will be accustomed to taking the action you command.

This impulse to purchase is why sales are so popular in the high street. It's the reason that online events such as Cyber Monday generate increased revenue.

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Ideas for your Launch

Before you launch a new product or service, consider what will happen in the weeks leading up to the launch, how you will launch and the length of time of your launch.

Timeline.

About a month before you launch, begin 'seeding' the idea for your service, without revealing to your audience the details of what you are going to launch. You want to create the feeling of desire and need, without giving the game away entirely. Inducing a level of curiosity, intrigue and FOMO (Fear of Missing Out) is paramount to get the increased results you want for your business.

Set a Launch Date.

Consider what you will do for your launch. Hold a Facebook Live? Host a webinar and reveal your offer at the end? Run a challenge in your Facebook Group and unveil on the final day?

Whatever you decide, you want to drive your audience to that specific event, so all of your posts and emails are focused on that result. For the purposes of walking you through a possible launch scenario, we're going to assume in this instance that you will be hosting a webinar as part of your campaign.

One week before the Launch:

- Do a minimum of 3 value-driven Facebook Lives in the preceding week, with a day or two in between.
- Each of these lives would focus on the 3 chief pain points of your ideal client. Allude to, but do not reveal, what your offer will be.
- Email your list in advance of your lives, and create your lives as events on Facebook.
- Have Facebook Ads going to your warm audience and a target lookalike audience.
- After each of your lives, email your list to give them access to the replays.
- By this point, you will have nurtured your list, and given lots of value on a regular (at least weekly basis), so starting to send more emails in a short period is nothing to be fearful of. By this point, you have established yourself as someone who can help them, so remember that providing your service you are helping their life, rather than being a nuisance by trying to sell.
- After the webinar, send an offer of a replay to your list and following, for a limited time only (i.e 48 hours), announcing that your offer is now available.

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- Download the recorded webinar and upload to YouTube. Make it an 'Unlisted' video rather than 'Public'. Use the URL to paste onto the landing page mentioned below.
- Host a replay of the webinar on a landing page, with only the video replay and a button below (but above the scroll/fold line) which takes to your full sales/landing page, which includes the direct links to purchase plus all of the sales pitch and testimonials concerning your product or service.
- Once the 48 hour availability has expired, leave it a few days, and then begin to promote a final, second live webinar. Give yourself 3 days to promote the second round of the webinar. Expect less attendees than the first time.
- Close the 'cart' to your sales 48 hours after the webinar.
- In most instances in an open/close cart scenario, you will see the majority of sales happen on the first and then final day (with up to 50% purchasing on the final day, as a time-limit offer creates the most fear of missing out).
- In this period, set up automated emails to your list on a daily basis, with three emails on the final day, the last of which should be one hour before you close.
- Host a Facebook Live Q & A session, and bring up all potential objections to buying from you, even if no one asks.
- Your social media posts and Facebook Lives would mirror what is happening on your list, driving to the final hour of the sales.

After the launch

Once the cart closes, change your landing page to a Wait List for the next time you launch.

Email your list a day or two later to thank them for staying with you, and to offer valuable content to help them. They'll have received a LOT of emails from you in a 10 day period. You will obviously have had people unsubscribe from your list, and this is totally normal. They were never going to purchase from you, so it is best they are not on there to receive your free value.

Every single sign up to your offer is worth celebrating, whether or not you reach your targets. Each launch you do, you will get better and better, and learn ways to improve. I know this seems like a lot of work the first time around, but trust me, once you understand and implement a launch strategy into your business, you will thank me in the end!

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Podcast Hosting

Podcasts are, without a doubt, one of the easiest ways to build a new audience that you would otherwise be unable to tap into.

A podcast allows you ample opportunity to talk about the topics that matter to you and to your ideal audience. They can be as chatty, relaxed and natural or formal and structured as you like.

ANYONE can host a podcast, you do not need permission.

You could either create a show where you release new content on a weekly, fortnightly or monthly basis, or release only a short series of episodes around your preferred topic. Either way, it gives you increased SEO, credibility and authority as a person of influence.

All you need is a simple USB microphone, a pop-shield to prevent 'popping' noises on certain words, somewhere relatively quiet to record in & basic editing software (such as Audacity (free) or my favourite - Twisted Wave Lite). If you were concerned about editing, record straight into Zoom and then employ the services of a freelance audio editor to outsource to (prices start from approximately £30 per hour of finished content).

Podcasts could include interviews, your own musings, and relevant industry discussions. Each episode can direct people to your freebie, your group, your list.

Most Facebook Lives that you do can be easily re-purposed into a podcast episode.

My preferred platform for hosting a podcast is Libsyn. Through their service, my show is automatically pushed to iTunes, Spotify and other significant and smaller podcast platforms. It even creates a website specifically for your podcast if you choose to utilise it, instead of pushing the podcast to your own website's blog.

When you launch your podcast, follow a launch strategy as you would for any other service or offering.

A podcast offers potential ways to earn extra income, through sponsorship, affiliations and through additional content for your followers. It's worth investigating a platform called Patreon to find out more.

Jot down a few ideas on what you could include on your own podcast show:

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Event Hosting

We've previously looked in detail at the value of attending events, and speaking at events.

One way to strongly establish yourself as a leader in your industry is to organise your own events.

Things to consider:

Start small. It is better to begin with an event that is likely to sell out and drive people to a waiting list (thereby creating a sense of demand and urgency for the next even you host) than to go for a big event that is less than half full of attendees.

In the early stages of running events, the value is in the buzz you create.

Make sure you get testimonials and feedback.

The best investment you can make is to employ the services of a professional photographer. High quality images are part of your long-term positioning strategy.

You can use events to launch a new product or service, so they become a vital part of your sales strategy.

There are many people who provide venue searches for free. They make their money through commission they receive from a venue if you decide to book. It is a good idea to make use of this service as they will undoubtedly have a better knowledge of suitable locations for your budget.

What kind of event could you consider?

(Casual meet-up / workshop / conference-style event / networking event / party)

What budget could you put towards the event?

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How many people would you ideally have in attendance?

What value/ learning would they receive on the day?

Who will be involved? Just you, or guests and speaker? Will you need an assistant?

What Early Bird and Full Price tickets could you offer?

How much profit would you need to make to ensure the event was worthwhile?

Investigate Eventbrite for selling tickets. It is easy to set up your own profile on there, and payments can be made to you via Paypal immediately or directly to your bank account after the event.

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Scaling

Moving from 1:1 work to 1:Many.

If your work relies on you to solely be working and providing services 1:1, serving only one client or customer at a time, you are going to reach saturation point when you reach a level of success. There are only so many hours in a week that you can work.

We're going to look at options to consider for moving away from a 1:1 scenario to building in 1: Many services, to allow additional income streams into your business.

Group Programme

The easiest way to shift from 1:1 is to create a group coaching programme using your Signature Programme ideas as the core format.

Key components to consider:

Will you include live sessions? How much interaction will there be with course participants?

Will you include written content or other supporting material?

Will there be a group community and where will you host it?
(Consider Facebook or Whatsapp)

Where will you host your material? Solely on Facebook or through another platform?
(Options could include hosting on private sections of your website, or using an online course service such as Thinkific, Teachable or Kajabi).

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Will you offer additional 1:1 support as part of the group programme, or offer this as a bonus incentive?

Will you create video content in advance? Or an intro video?

What kind of experience do you want your group course participants to have?

What result would the course give them?

Go back and look at the research into the courses in your industry around the same subject. What course titles work and what is missing?

What could the course title be? This should indicate the result they will get, and how they will get it.

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Online Course

An online course gets the same result as a group programme, but is much more hands off for you. There is considerable work in putting it together, but once it is created, it is an asset you can launch again and again, or you can host it on a course platform that sells the course for you on an ongoing basis.

Go back to your Signature Programme idea, where you had 5-8 steps in a sequence.

List the steps in the first column of the table

For each of the steps, see if you can break them down further into 3-7 key points that you would which to teach. Each step would include an intro video, and then a video for each of the 3-7 steps.

Most courses also include some supporting content, such as workbooks, checklists, audios or specific video trainings.

Step No.	Step Title/Overview	3 Points to include	Supporting content

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When launching a group programme or course, see if you can run it as a beta or trial version, so that you can implement ideas and get feedback before the final version is polished and launched fully at a premium price.

When running the group programme, if you are planning a live teach session, you may be able to use the recorded version of the slideshow presentation as the core content for your online course. This would reduce your workload considerably, and remove the need for a 'polished' filming session. If you can find ways to re-purpose content and make your life easier, then do!

Online Courses and Group Coaching Programmes allow you to build semi-passive income into your business. You create assets once and then re-launch at certain times of the year.

Industry standards for pricing structure

Online Courses range from £29 to £1497

Group Coaching Programmes range from £97 - up to £10,000

Membership

A membership allows you to earn passive income, usually on a monthly subscription basis.

The structure of a membership can be as simple or as complicated as you like. It is entirely plausible to have a membership where you simply send a piece of content to your members on a mailing list each week or month.

Other models include video content, audio content, workbooks and a community element.

If you decide to host your membership on a platform, options to consider are building a membership into your existing Wordpress site, using Plugins such as iMember360 and linking to your ActiveCampaign CRM.

Other options include hosting a course service such as Teachable and Thinkific.

Through Paypal or Stripe you are able to set up the subscription option at the original point of purchase for joining the membership, so beyond serving your membership and providing the promised content, there is no further leg work required by you to receive the income.

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Membership models often thrive through collaborations. We've discussed before that a collaboration can be arranged without incurring a fee, or a minimal fee for a training, as it is an effective way to get in front of a new audience. It is worth considering who you might invite to guest feature in your membership early on, because despite the ideas you may have for creating your own content, at some point down the line you will exhaust your own.

Jot down ideas for your membership:

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Your Version of Success

We started this course with some in-depth work on the DREAMS you have, and your ability to choose to DESERVE.

We've created a process for getting more CREDIBILITY and AUTHORITY in your industry, and established how to utilise and build CONNECTION to allow you to CONVERT your new audience into profit.

We've discussed how to STAND OUT and then ACCELERATE and scale your results for your business, in both the online and offline worlds.

As we bring the course to a close, now that you have (hopefully!) a greater understanding of how to harness your potential, and drive more profit to your business bank account, let's revisit your big dreams for yourself, and see if they have shifted.

My big business dream:

The service I provide is:

I help people to:

I describe myself and my work in the following way:

The annual income I want to create is:

The amount of savings I am working towards is:

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The ways that I plan to enable people to pay me via different income streams are as follows:

1. Name and description of income stream:

Fee:

Per year I intend to sell _____ of these.

Per month I aim to sell _____ of these

This would make my yearly income from this stream:

This would make my monthly income from this stream:

2. Name and description of income stream:

Fee:

Per year I intend to sell _____ of these.

Per month I aim to sell _____ of these

This would make my yearly income from this stream:

This would make my monthly income from this stream:

3. Name and description of income stream:

Fee:

Per year I intend to sell _____ of these.

Per month I aim to sell _____ of these

This would make my yearly income from this stream:

This would make my monthly income from this stream:

4. Name and description of income stream:

Fee:

Per year I intend to sell _____ of these.

Per month I aim to sell _____ of these

This would make my yearly income from this stream:

This would make my monthly income from this stream:

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If I had each of these income streams, and I charged what I am worth, financially it would mean:

In one year I could:

In three years I could:

In five years I could:

My plan to start is:

My daily habits will include:

My weekly habits will include:

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My monthly habits will include:

My monthly review will focus on:

My quarterly review will focus on:

My yearly review will focus on:

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What have been your biggest learnings from this course?

What will you implement first?

What will you plan to implement in the next 12 months?

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Hi,

I know that you're full of potential. I hope that you realise that you are too, and that this course has gone some way to inspiring you to further explore and implement ways to up-level your business, and consequently your life.

I realise this course has covered A LOT OF CONTENT and ideas you may not have thought about previously. I do not expect you to have put the whole lot into action within 8 weeks. You can keep coming back again and again, as and when the time is right for you and your business.

In my view, there is no better way to live a life than to use your potential, doing something you are passionate about, and find ways to make a profit doing so.

Why?

Because profit allows you to make more impact, have more influence and change your tiny corner of the world.

I guess that on some level you believe that too, otherwise you wouldn't have been drawn to work on this course in the first place.

I wish you every success in your adventures, and you know where I am if you need further support.

It's been an honour to share my learnings about life and business with you.

Much love

Anna xxx

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