Masterclass For Revenue Generation

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AMERICA'S
SBDC
RHODE ISLAND

We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.

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Welcome

 https://www.linkedin.com/in/amandabasse/

Who is This For?

While this strategy is most often used for a service or technology, this can absolutely be used for a physical product.

Get in front of your audience without the pressure of a 1:1 sales call. It is also a scale of your time investment. In one hour you can meet with one person vs with a Masterclass you can meet with potentially hundreds (or more!) There are also SEO BENEFITS!!

1. New Product Launch
2. Sell a Course
3. A method to gather leads (LIST BUILDING!!)
4. Get into a new market
5. Test a concept before going to market

Why?

1. Build relationships with customers and industry people

2. Paid workshops can add an additional revenue stream to your business

3. Connected more deeply to your online community

4. Set you apart as an authority in my niche because you can teach to hundreds and thousands of people

5. Create a list building strategy to lower your overall CPA costs

Other Names

1. Masterclass
2. Webinar
3. Training
4. Bootcamp
5. Workshop
6. Roadmap
7. Accelerator
8. Challenge
9. Symposium
10. Series
11. Jumpstart
12. Kickstart

Choose a Format

Pick One

Vip Days. (premium price point
1-5 People
Virtual or in Person

3 or 5 day Series (free for listbuilding or low ticket)
As many people as you'd like
Virtual

One time Workshop (you can choose the time length. 30 min, 1 hr etc)
Unlimited People

Getwaways (premium)
Air bnb rental
Retreats

Accelerator (6 week or 12 weeks)
Larger crowds who want deeper work
Virtual, more personalized interaction

Identify Your Audience

Engagement

Often, interaction with your audience is confined to limited, structured settings. A Masterclass offers a dynamic environment where your audience enjoys the advantages of real-time communication, immediate responses to inquiries, and engagement in interactive exercises. This naturally enhances the flow of communication.

As your audience evolves into prospective clients, they tend to favor businesses that engage proactively and assist them in addressing their challenges. Effectively structured webinar content can secure substantial customer engagement at a modest cost. This plays a vital role in driving your business growth.

Identify Areas of Need

Pain points

Areas of Need

Areas of Interest

Demographics
- Job title
- Industry
- Age

Why is This Important

What pain points or problems are you am I trying to solve for my target audience?

What are the common interests of my target audience?

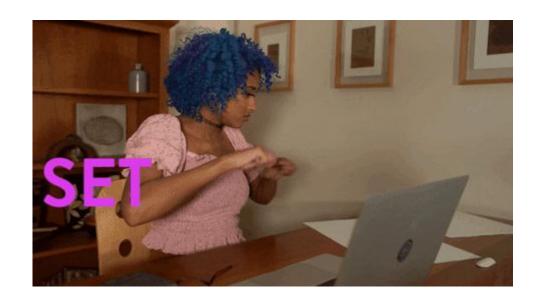Being hyper aware of your audience allows you to speak to them in ways that makes sense to them.

Example:
If your target audience is looking for something lighthearted and fun, then it would make sense to incorporate humor into your webinar landing page.

If they're covering serious topics, then starting off with some statistics is appropriate.

Set Goals

Be Clear and Intentional

In order to measure the success of your efforts, you need a concise goal.

Engagement
Authority Building / Awareness
Lead Generation
Pre-qualify for 1:1 sales goals
Education
Sell a Product

If revenue is your only goal this tactic will not be successful. You have to fill a need or a gap in the market.

Be clear about the goals of your webinar.

THE MAGIC NUMBER!

Course Launch Goals Calculator

Launch Financial Goal: ($) ⓘ

$ 10,000

Your Course Price: ($) ⓘ

$ 197

Your Conversion Rate (%) ⓘ

% 2

Average Cost Per Lead ($) ⓘ

$ 4.50

Number of enrollments needed to hit your goal for this launch.

51

In order to hit your course launch goals, you need to know your numbers!

Plug your numbers into the calculator in order to see how many landing page visitors you'll need, and how much your ad spend will need to be, in order to meet your launch goals.

NEED HELP REACHING YOUR LAUNCH GOAL?

YES! HELP ME REACH MY LAUNCH GOAL!

I Googled 'launch goal calculator' to find this.

This can help you understand how many people you need to have registered, and what conversion rate you have.

If you don't know your conversion rate start with 2%.

Launch Calculator

Know Your Numbers

Back into your numbers.

How many total registrations / the numbers of days until your Masterclass= The Number of People Who Need to Register Daily

Based on your financial goal, and your conversion rate, how many people do you need to register?

For example, for a $10k goal, If you have a $10k goal and your product is $500
    2% conversion rate = 1000 registrations
    3% conversion rate= 667 registrations
    5% conversion rate = 400 registrations

The Right Topic

Use Your Data

What are the latest trends in your industry? Do you have an opportunity to be a leader in a new trend?

Consult with Sales and Customer Service Teams. These teams interact directly with customers and prospects. They can provide valuable insights into common questions, concerns, and interests of your target audience.

Use surveys or polls to gather information directly from your potential audience. Ask about their interests, challenges, and what they'd like to see in a webinar.

Monitor Social Media and Online Forums to learn what your potential audience is talking about on social media platforms and forums. This can give you clues about their interests and concerns.

See what kinds of webinars your competitors are hosting and who attends them. This can give you an idea of who might be interested in your webinars.

Planning Content

Pick 2-3

Focus on two or three substantial and practical tips rather than ten superficial strategies.

Aim for your audience to leave your webinar with actionable insights they can apply immediately.

Consider the initial two or three actions required to reach a particular objective. Your aim should be to kick start their journey, providing enough momentum for them to continue.

Depending on your goals. You can promote a product at the webinar conclusion. It's not obligatory if your primary goals are to expand your audience or gain experience.

Structure

Outline the structure of your webinar.

1. Introductions

2. Main content

3. Interactive content. Polls, raise hands, type in chat

4. Case Studies / Testimonies / Reviews (video or written)

5. Q&A

6. Call to Action

Keep Users Engaged

Make sure your slides are visually appealing.

Slides that are text heavy are BORING.

Add images and videos.

Plan points of interaction.

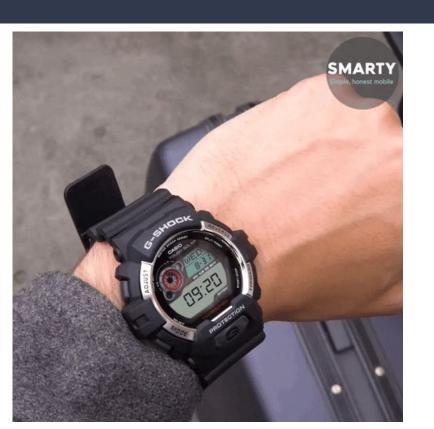Monitor the live chat.

Answer questions.

Time and Date

What Days Are Best?

Check your CRM to see where your audience is located.

The best days for webinars are Thursday, Wednesday, and Tuesday—in other words, midweek.

From these three, Thursday webinars show the highest attendance. Then, comes Wednesday and lastly, Tuesday.

Time

The best time to have a webinar is just before and after the lunch hour.
10 am to 11 am and 1 pm to 2 pm.

The noon lunch hour doesn't have high attendance rates. If you have an international audience, webinars between 10 a.m. and 12 a.m. allow you to avoid conflicts on both coasts of America, as well as allow you to reach Europe.

Tech

Which Platform

Select a webinar platform that best fits your budget, audiences size, and any features you'd like.

Do you want a live webinar, recorded, or hybrid. Think about branding opportunities: can you add your logo, custom graphics, and lower-thirds descriptors?

Social Media Live Streaming: $0
Canva: $0
Vimeo: $12
Live Webinar: $15
WebinarJam: $40
GoTo Webinar: $50

Registration Page

Build a dedicated landing page on your website for registration.

Include key details such as the topic, date, time, speakers' information, and the value proposition for the webinar.

The registration form should ask for essential information only to avoid drop-offs.
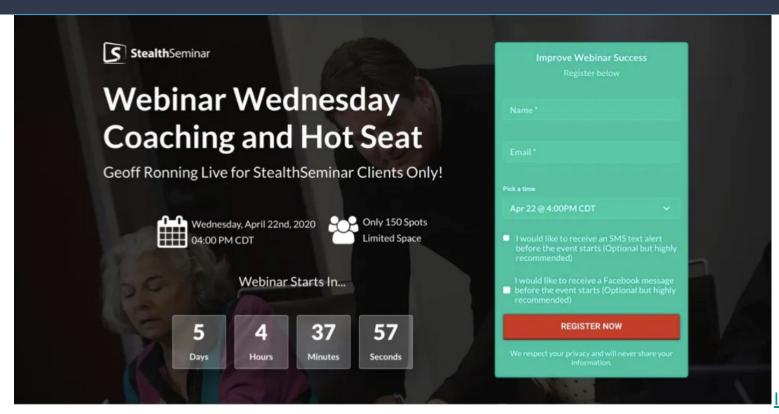
Example

Image: Stealth Webinar

FOR FEMALE PROFESSIONALS...

3 WAYS TO MAKE CAREER CHANGES USING MY PATENTED PROCESS

I have helped hundreds make career changes. Join me on my webinar so I can do the same for you.

REGINA DAWSON

YES, SAVE MY SPOT!

When It's Happening

Friday: April 17
12:00 PM · Central Daylight Time

Saturday: April 18
11:00 AM · Central Daylight Time

| 0 | 0 | 36 | 45 |

Image source: Stealth Seminars

Event Confirmation

Minimum of 3 emails in this webinar email sequence example:

1. A webinar invitation email where they can RSVP. Include any workbooks or additional videos they need to watch to prepare.

2. A webinar reminder email, which is also a webinar confirmation email, that will be sent 1 hour before it begins

3. A webinar **feedback email** that is sent after it ends

Equipment

1. Microphone

2. Camera

3. Lighting

4. Tripod

5. Internet connection

6. Slide Deck

Dry Run

Practice

1. Test ALL your equipment

2. Familiarize yourself with all the software features

3. Test the login experience of your attendees

4. Record your presentation to playback for audio

5. Run through your slides to be sure they all flow

Promotion

Optimize for SEO

Make sure the titles, keywords and content is SEO optimized so it can be found by people searching for related topics on search engines.

Do you keyword research when you are creating your webinar title and description.

Be sure your description is engaging and features your keywords and how people search for your specific content.

This is includes your webinar registration page.

Get Personal

Invite clients and potential clients to register for your event. You can also ask your network to share your event. This can be a 1:1 invitation through phone, email or in person.

Email Marketing

Leverage your existing email list!

Send a compelling email with a reason for them to register, a persuasive call to action and what they

will learn (think outcomes!!)

Send reminder emails as the webinar date approaches.

○ Send this about 2-3 weeks prior to the event.

○ Reminder Emails: Send these 1 week before, 1 day before, and the day

of the event.

Social Media

Use your social media channels to reach your audience.

Create engaging posts about the webinar and encourage followers to share them.

Update your LinkinBio to include registration page.

Go Live! Talk about your webinar and invite people to register.

Consider using relevant hashtags to expand your reach.

Add keywords to your post descriptions and captions.

Partnerships

Who can you collaborate with?

- Influencers

- Other Businesses

- Thought Leaders

Ads

Run targeted ads to your registration page.

Audiences can include:

- People who have visited your website or a specific page

- People who have visited your social media pages

- People who have messaged you on social media

- People who have shared your posts

- People who have watched a certain video

- Interests

Put on a Show!

Engage

Come in with energy.

Encourage interaction:

- Polls

- Ask attendees to raise their hands

- Leave a comment

- Answer the chat

- Live Q&A

Evaluate

Look at Your Data

How many people registered?

How many showed up?

How many opened your emails?

When did people start to drop off?

Do people leave as you go into your offer?

Ask for Feedback

Depending on your strategy you could email attendees the replay.

Ask for feedback through a poll or reply to the email.

Thank them for attending

Nurture leads!! Follow up with relevant content or offers based on the webinar topic

Metrics to Track

Attendance: Track how many people registered and attended your webinar. This will give you an idea of how successful your promotion efforts were. Do you need to beef up your promotion?

Engagement: Look at how long attendees stayed on the webinar and how many questions or comments they made. This will give you an idea of how engaging your content was. Do you need to switch up topics or your slide deck?

Conversion rate: Measure how many attendees became leads or customers after the webinar. Do you need to improve your follow up process?

Survey results: Analyze the results of any post-webinar surveys you conducted to gather feedback on the content, presentation, and overall experience. Use this feedback to improve future webinars.

Revenue: Look at how much revenue you generated from the webinar, either through direct sales or by nurturing leads that eventually became customers.Think big picture, not just one time sales

Repurpose Content

How Many Ways Can You Re-Work It?

1. Email replay

2. Create a blog post about the content you covered

3. Sell the recording as a product

4. Convert your slides into a Slideshare for LinkedIn

5. Create Infographics

6. Create a podcast episode

7. Bite-sized Videos

8. Create an ebook you can use to sell or give away for lead generation

Why Repurpose

When you repurpose your webinar content, you expand the lifespan of the content and maximize your time investment, This allows you to reach reach a wider audience because your content is no longer for a sole purpose.

It is all about maximizing your efforts. Leverage! Get more value out of your investment in the webinar and drive continued growth for your business.

Conclusion

Hosting a Masterclass can be a cash or lead injection into your business.

They also help make you relatable by humanizing your brand.

This is a great strategy to grow your list!!

Webinars have a personal touch that other online marketing strategies don't offer. It give people direct access to you and builds trust.

Webinar marketing is an effective way to establish authority in your industry.

Resources:

[How to Use Webinars to Fuel Growth](#)

[Webinar Success Checklist](#)

[Best Day to Host a Webinar](#)

[What Time to Host a Webinar](#)

[How to Create a Webinar Registration Page](#)

[Webinar Email Sequence](#)

[Launch Goal Calculator](#)

Questions?

Type your question to the chat box

Contact Us:

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