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How to Get More People to Show Up for Your Live Webinars and Replays

By Tom Antion

Introduction

About 4 or 5 years ago I came kicking and screaming into the world of webinars. Telephone seminars were so easy and not one person emailed me to ask me how to dial a telephone number. Just a few years back webinars were hard for non-technical audience members to figure out, but that's all been fixed now.

Daniel Hall, one of my former students and now prolific marketer pretty much forced me into the webinar world when he suggested we do a product together. We named it "Real Fast Webinars" (Watch our FREE Webinar on creating profitable webinars at <http://www.TomAntionWebinars.com>).

This product teaches you the method to sell on webinars and if you are serious about doing webinars, the "Real Fast Webinars" product will

make you and save you a fortune because I can pretty much guarantee you'll mess up and leave tons of money on the table without this knowledge.

Since then, I've become a webinar nut. I do both live and replay webinars and I even invented a method called "Hybrid Webinars" <http://www.HybridWebinars.com> where I make a fortune on webinar replays. I'll tell you about that later.

This report is specifically designed to get more people to "show up" for your webinars. Most people are happy if even 25% of the people registering show up to actually be on the event. . . . Not me. I don't settle for less than 50% and frequently I can get 80% to show up.

Why?

Why is it so important for you to increase your show up rate? It's just a hard cold fact that many people that register for a webinar will simply never get around to showing up or even watching the replay. Let's do some simple math here with some conservative figures.

Basic Premise: Let's say you have a \$97.00 product and you've gained the skill to be able to sell to 10 percent of the people who actually watch your webinar.

Let's also say you have been getting a 20% show up rate.

That means if you register 100 people that 20 will show up.

10% of 20 means you sold two of your \$97.00 product and earned \$194.00

Maybe 20% of the people that didn't attend finally get around to watching the replay. That's another 16 people or 1.6 sales. I'll be generous here and round up to 2 sales from the replay giving you a **total of 4 sales for \$388.00** with half of those sales coming at some point in the future when the replay actually gets watched.

50%

Now let's say you increase your show up rate to 50% with the same number of registrants.

50 people attended live with 5 sales equaling \$485.00 immediately and 10 people watching the replay which gives you another sale of \$97.00 for a **total of six sales for \$582.00** and you only have to wait for one additional sale.

Which would you want \$582.00 or \$388.00? If you picked \$388.00, you shouldn't be allowed to handle your family's finances hahaha.

70%

Increase the show up rate even more and you make 7 sales on the front end for \$679.00 plus I'll give you one sale for \$97.00 from the replay for a **total of \$776.00**

I hope you can see it's totally in your best interest to get more people actually show up to your webinars.

And remember . . . this was all with the same number of registrants.

This document is only dealing with "show up" rates. Other things we teach you in Real Fast Webinars (<http://www.TomAntionWebinars.com>) are increasing your closing percentages and signup rates which coupled with a more expensive product could make these figures go up dramatically.

Oh, and one more thing. I'm required to tell you I may get a commission on some of the things I recommend. Hahaha No kidding?

So let's get started so you can see how to get people to show up.

Topics and Titles are Critical

Topics

As I've taught for close to a million years, if you have a topic that nobody but your mother and dog want to hear about, no amount of training is going to get people to even register let alone show up for your webinar.

However, having a fantastic topic coupled with a great title can increase desire so much, people will be showing up early to make sure they can get on your webinar.

I suggest you start with a topic that you have proof people want to hear about. Is it a topic you regularly sell in other formats like books, and recordings? That's a good place to start. You can experiment with other topics later after you get some good cash flow coming in from webinars and replays.

"How to" topics tend to sell well. I haven't really counted them all up, but I'm pretty sure over 50% of my topics are "how to do something" topics. The actual phrase "how to" is in either the main title or the subtitle"

Examples:

"How to Make a Fortune Speaking at Fundraisers"

"How to Maximize the Value of Any Speaking Engagement"

"How to Make Websites the Search Engines Love for 20 Bucks or Less"

"Hybrid Webinars: How to Make a Fortune with Webinar Replays"

"Crowdfunding: How to Get the Money You Want and Never Have to Pay it Back"

The last two titles have a main title "Hybrid Webinars:" and "Crowdfunding:" and both have "How To" subtitles.

Note: All these complimentary webinars and many more can be found at <http://www.TomAntionWebinars.com> Please like the page at the top and leave a comment at the bottom and I'll respond to you personally.

Titles

I read somewhere that the bulk of New York Times Bestsellers had a main title comprised of three words or less and then a more descriptive subtitle so I decided to check it out.

Here's a link to see for yourself <http://www.nytimes.com/best-sellers-books/> At least 95% of the titles I saw on the day I wrote this were three words or less.

I'm not sure that the New York Times will ever have a best sellers list for webinars, but I'm pretty darn sure titles are critical to grab people's attention and increase desire for the knowledge you plan on conveying in your webinars.

Here are two crazy long links to articles I like on titling books. I use the same methods to title my webinars.

<http://publishing.about.com/od/BookAuthorBasics/a/Writing-Good-Book-Titles-What-Makes-A-Good-Book-Title.htm>

http://bookcoaching.com/wp/how-to-write-a-best-selling-book-title/?utm_source=PHPList&utm_medium=email&utm_campaign=Sept2012PHPList (This link also has "fill-in-the-blank" title templates).

Time of Day

Entrepreneurial Night Time

I'm partial to evening webinars since many of my clients work during the day and are pursuing their business in the evenings and weekends. This doesn't mean I don't do daytime webinars and it doesn't mean any

of this applies to you. You have to experiment and keep track of what works best for your offerings and your target market.

Here are some things to keep in mind. In the summer or actually immediately after daylight savings time takes effect I do my evening webinars at around 9 pm. I do this because it's dark in my time zone and getting dark in the central time zone. I don't want to try to compete with summertime outdoor activities. Also, I can usually get finished on or about 11:00 PM which most people can handle before they totally crash mentally and physically.

In the winter, or as soon as we go back to standard time I switch to 8 PM Eastern. People are inside and it's dark outside so I don't have to compete with outdoor stuff and if I run a longer webinar, I can still get finished before it gets too late.

Evening webinars at either 8 or 9 PM Eastern still work well for West Coast people who would be happy to sit out rush hour watching my webinar at 5 or 6 pm pacific time.

The drawback with the night time webinars is that it cuts out live participation from people in the UK and all over Europe because it's just too late for them to start a webinar at something like 2 or 3 AM.

Entrepreneurial Day Time

1 or 2 PM Eastern seems to work well for me for several reasons. **A.** The west coast people are up and about, **B.** the Midwest people can participate at lunchtime and **C.** The east coast people can finish the webinar before the end of the work day which keeps their evenings open.

Corporate Time of Day

All of the above applies to entrepreneurial crowds. Corporate webinars, which can be very lucrative, are a different story. They must be done during the work day.

Most of these webinars are going to be paid so you'll have contact with the person booking you to do the webinars. You can get input from them on when they can get the most employees to show up. You'll most likely be required to provide them with a replay for those that couldn't attend live.

Odd Times

One trick to solidify the time in the mind of the attendee is to have start times that aren't exactly on the hour or half hour. An example from one I did last night was 9:05 PM Eastern. For some reason 9:05 is more memorable than 9:00 PM Eastern. You could do times like 8:35, 8:55, etc.

The bottom line is that you must experiment with your market to see what works best for them. Yes, I'm in favor of structuring your business to suit you, but if you don't have webinars when people can be available, you won't get people to show up and you'll make way less money.

Days of the Week

You will find that certain days of the week work best for your webinars, but don't get locked in so tightly to certain days that you ignore other days. I even accidentally scheduled a teleclass on Thanksgiving one time and had 60 people sign up for it and made \$3800.00 (I guess 60 people didn't want to listen to their relatives tell stories and get drunk watching football hahaha)

During the week, Tuesdays, Wednesdays and Thursdays seem to work best. Mondays are mostly a frantic start to the new week and clearing out all the spam from the weekend. Fridays aren't usually as good because people are focused on what they are going to be doing on the weekend.

I will say though that once in a while I'll throw a Friday night Webinar and have pretty good attendance. You just never know until you try and you must also keep in mind that the days when you get the most attendance may be days when other people can't attend. You'll pick up lots of new people by occasionally having webinars at odd times.

With an entrepreneurial audience you can do weekends. I do a lot of business on Sunday nights. I've also had some good luck on Saturday afternoons. Again, it doesn't mean you should do Saturday afternoons and Sunday nights. It means you probably want to try them after you try the Tuesdays, Wednesdays and Thursdays.

If I can revisit "topics" for just a moment, you should evaluate if your topic has any bearing on the day of the week that's best for you. Maybe you have a sports betting webinar and Saturdays work best for you because most of the games are on Sunday.

Maybe you have a gardening topic where Saturday mornings work best because people can get excited about what you teach and run right out and try it in their gardens etc.

Think about if your topic dictates a day of the week. Maybe it's a seasonal topic that you only do for six months out of the year and then shelve it for the rest of the year and talk about something else. I just want to make sure you're making good decisions that maximize your show up rate each time you do a webinar.

Incentives to Show Up

As you saw in the introduction, you make more money when people actually show up. It's a good idea to give special attention to these people. They are the most gung ho about your topic and should be rewarded for taking the time out of their day to attend. These people

are also the most likely to take advantage of your offer . . . that is if you are selling something during the webinar.

If it's a corporate event that's mandatory for the people to either attend live or listen to the replay, giving incentives is not critical. However, it can create some good will and excitement if you choose a bonus that really resonates with the attendees. It will also, most likely increase your evaluations which could lead to more work when the brass sees how well the webinar was received. You can also brag about your evaluations when trying to get work from other companies.

Bonuses for Live Attendees

This is not as opposed to "dead" attendees hahaha. Bonuses can be in several forms. **A.** Bonus for showing up 5 minutes before start time and **B.** Bonus/Discount only for live attendees which is edited out of any replays.

To save yourself expense, make your bonuses downloadable or deliverable online. They could be PDF files, MP3 Audios or private videos.

Make sure you make a big deal of these bonuses for live attendees in your promotion of the event. I suppose giving an unannounced bonus to people that show up is a good idea and I'm not against you doing that, but the entire purpose is to get more people to actually show up so it makes more sense to me to promote the bonuses heavily when you announce the webinar.

Discounts

Another thing you can do is give a cheaper price to those on the live event and edit out the cheaper price for the replays. You can be sure the next time you do a webinar people will remember that you only gave the discounted price to the people actually on the webinar which will give them more incentive to clear their schedule and be on the call.

Promote the Same Day for Evening Webinars

You would think promoting way in advance would increase show ups. Yes, sometimes that can work, but I have found I only have to send one email instead of several and I still get a high percentage of showups.

You really need to explore this. The more emails you have to send to get a certain number of registrations, the worse it is for you. The reason is that every time you do a broadcast you will lose subscribers.

My philosophy is that if I can do one broadcast and get 200 registrations, that's far better than doing two broadcasts and getting 225 signups.

WHAT? I thought you wanted more people on your webinars. . . . Yes, that's correct, but with my list size of around 100,000 people, every time I broadcast I lose a certain number of subscribers. . . . Maybe not because they don't like me, but maybe they're just on e-mail overload.

So, if I can get away with just one broadcast to populate my webinar, that's what I'm going to do. This preserves many broadcasts over the course of a year, that can be held back so I don't overload people or they can be used to promote something else.

The reason I think this works better in getting more "show ups" is that when people sign up for things too far in advance, they forget about the webinar when the time rolls around to attend.even if you remind the heck out of them (we'll cover reminders later).

When I promote in the morning for an evening seminar I get a really high show up rate. People typically know what they are doing on a particular day, but they don't know several days in advance. So, usually a much smaller percentage of people run in to conflicts they forgot

about when they register the same day. Again, I only had to send out one e-mail blast telling them about the webinar.

Compelling E-mail Announcements

E-mail is still the main way people like me make a fortune and get people to sign up and show up for webinars. Yes, we use social media to a certain extent, but most top players know the goal of social media campaigns should be to get people the heck off of social media and on to an e-mail list.

This all boils down to sales. There is so much clutter, spam and fraudulent offers out there now you pretty much have to write a highly credible sales letter just to get people to take advantage of a freebie like your webinar.

When it comes to getting people to show up, your e-mails must create **extreme desire for the information** in the prospect right from the get go. That means you have to get very good at copywriting. I'm not trying to obnoxiously shove my program down your throat, but you could profit immensely by checking out my inexpensive program

<http://www.CopyWriting901.com>

Subject Lines

Your e-mail must start with a great subject line. Mess this up and whatever you do afterwards doesn't matter. If they don't open your e-mail, they'll never even see all your compelling copy.

First of all, keep subject lines 50 characters or less. That includes spaces. Next make sure you keep the most important part of what you want to say to the left. That way if people allot less than 50 characters to the subject line in their e-mail reader, you're most important info can still be seen.

Here's a bunch of subject lines from a couple months before I wrote this e-book:

Complimentary Webinar "How to Make a Media Kit"

TONIGHT - Adult Higher Education / No Debt

TODAY! 2PM EDT Scholarship Opportunity Webinar

How To Get a Legit Marketing Scholarship

TODAY/TONIGHT Big Bucks Speaking at Fundraisers

TONIGHT's Webinar A TV Station in Your Pocket

New Webinar: Be a Cell Phone Celebrity

TONIGHT'S Webinar: Be a Cell Phone Celebrity

New Webinar: Broadcast From Your Cell Phone

TODAY'S Webinar Increase Website Sales

Tuesday. E-Commerce Webinar at 2 & 9 Eastern

TOMORROW: Brand New Mastery TeleSummit

Crazy new headline software 4 Mac&PC

TODAY! My Most Important Webinar Ever

Last Day- Storytelling Secrets 4 Speakers

TONIGHT! Unique Scholarship 4 U and Your Loved Ones

TODAY! Legitimate Scholarship Opportunity Webinar

Daytime Scholarship Webinar Tomorrow

Body of Emails

There are two "bodies" of thought on whether you should write short or long emails. There really isn't any answer I can give you for sure. The

pain-in-the-neck answer will always be that you must test it in front of your audience to see what works best.

Your options are **A.** a short e-mail that gets people to click to your website to read your ad copy on a webpage or **B.** long copy that tells the entire story of what they'll learn in the body of an e-mail.

Here's what you're up against. A short e-mail must be skillfully created to get people to click and with a longer e-mail, the more chance you have of getting it filtered by a spam filter.

Here's an example of a short email:

I've discovered the three most powerful secrets to getting a standing ovation every time you speak. Click the link below to check it out.

(link)

In the above email I used a curiosity technique that you learn in <http://www.CopyWriting901.com> to get the click.

Here's an example of a longer e-mail:

"Copywriting 901: The Fast Track to Writing Words That Sell"

I'll be teaching 5 critical advertising copy techniques every single business person can easily incorporate to help massively increase their bottom line.

Complimentary Webinar 2 PM and 9 PM Eastern, Thursday, March 24th replay and I'll be there answering all your questions LIVE.

Anyone and I mean ANYONE can add these five techniques to their business. You don't have to be a good writer or even be able to spell that well.

Even though I'm only going in depth on 5 techniques I'll be showing you 31 other things used to sell more of your ideas, products and services.

<http://www.CopyWriting901.com>

I'll see you there Thursday!

Tom Antion

P.S. This is the number one skill I've developed that's made me the most money in my entire 40+ years of business.

P.P.S I discovered a great new headline / subject line /subheading generator that will actually analyze which headlines and subject lines are best for your market. I negotiated a deal with the developer of this revolutionary and inexpensive software. Oh, and it's good on Mac and PC

<http://tinyurl.com/ows2wu5>

In this longer e-mail there were enough benefits to send people directly to a page to put in their registration.

Landing / Registration Page

When you e-mail or post in Facebook to tell people about your webinar it's critically important that you send them to a registration page that's

compelling. This page should have your great title at the top and all the great things about the webinar on the page.

This boils down to great copywriting. I highly suggest you take my copywriting course at <http://www.CopyWriting901.com> This is the most important business skill I've developed in my 40 plus years in business. The better you get at it, the more money pours in your front door AND you can sell copywriting services to others who are too lazy to learn it for themselves. This can be extremely lucrative in itself.

Anyway, your landing page should make the person want to get your information as soon as possible which means they will try harder to show up to your webinar rather than wait for the replay.

Landing pages for free webinars follow a similar format to press releases. They answer the questions: Who? What?, Where?, When?, and Why?

Who? – Me and My Guests if I have them.

What? – Complimentary Webinar on your topic.

Where? – Online and can be watched on all portable devices

When? – Dates and Times

Why? – Sales copy giving them the benefits of your topic and compelling them to register. Learn this at

<http://www.CopyWriting901.com>

Here's an example of a compelling landing / registration page:

This is the top part of the page.

"How to Make a Fortune Speaking at Fundraisers"



Join me for our exciting webinar that could truly change the course of your career!

Just register right NOW and reserve your seat... it's 100% FREE! AN

PLEASE, PLEASE put Facebook and I guarantee friends and colleagues will thank you they atten

- Twitter
- Facebook
- Email
- Print
- Gmail
- Favorites
- Pinterest
- More... (200)

AddThis

- **Presenter:** Tom Antion
- **Webinar:** "How to Make a Fortune Speaking at Fundraisers" (Rebroadcast. Tom will be here LIVE to answer all your questions)
- **Webinar Date:** 8:35 PM Eastern Sunday, April 17th 2016
- You can now watch on iPad, iPhone and Droid
- We can now text you a reminder

THIS IS THE NUMBER ONE WAY SPEAKERS CAN BE SURE OF A CONSTANT INCOME IN ANY ECONOMY.

During this Webinar you will learn How To:

- Use Fundraisers to get tons of publicity. . . meet high power producers, hosts, writers and journalists who will welcome the chance to work with you.
- Get powerful testimonials you could never access in any other way. . . these will be your main tools for people to start calling you to do fundraisers for their group.

network with influential people that love to attend fundraisers. . . Many people you would like to reach won't come out for anything. . . but they will come out for fundraisers.

structure deals so that both you and the group make money . . . In fact, in most cases you will make more than the group and if you do it like I tell you, they won't mind a bit.

have people from rotting their teeth out. . . WHAT? . . . I'm serious and you'll see what I mean on the webinar.

structure and monitor the agreement so you get the biggest attendance possible. . . you don't want only those people showing up

On the next page is the bottom part of the registration page.



attendance possible. . . you don't want only three people showing up and if you aren't careful, it could happen that way.

- Avoid disasters that could ruin the entire event . . . unexpected costs could eat up the money . . . don't let that happen to you.
- [How to find meeting space with awesome AV equipment with ZERO costs. . . almost every community has gorgeous meeting space available on a complimentary basis. I show you where to find it.](#)
- [And Like All My Webinars. You'll Get Much Much More...](#)

Just register below and reserve your seat... it's 100% FREE!

Don't forget! You can now view my webinars on your iPad, Iphone and Droid and we'll even Text you your reminders!



I would like to receive an SMS text alert before the event starts
(Optional but highly recommended)



Confirmation Pages

OK. This is off topic but I'm known for giving extra value so I doubt you are going to complain when I give you this money-making tip.

Any time anyone signs up for anything on your site they should get a confirmation page letting them know their registration worked and giving them details of how to participate. I've got a cool technique for you that sometimes creates a tiny bit of confusion in your registrants, but financially it's totally worth it.

When they click their register button they are registered but immediately dumped onto a sales page for another product. For people that have their e-mail open and get a desktop notifier that their confirmation e-mail has arrived, the confusion is minimal. They simply open the e-mail to get their details.

I say “confusion” because you would normally dump someone on a regular confirmation page that gave them details of the event they just registered for and also send the e-mail I just mentioned that has the same info. I’m breaking the mold slightly by dumping them on a sales page totally unrelated to the webinar.

Guess what happens? Some of the people read the sales page and buy the product I’m promoting on that page. I usually make \$500.00 to \$1000.00 using this technique before the “FREE” webinar even starts.

I usually use low priced e-books as the product in the \$17.00 to \$27.00 range. Of course, if you’ve studied my other Internet products, you know I’m going to add an upsell product usually in the same price range. This gives me anywhere from \$17.00 to \$54.00 per person who goes for the deal.

Sometimes I use one of my higher priced e-books and give a half price deal for \$48.50 (\$97.00 retail). When I do this I still might add a \$27.00 or \$17.00 upsell.

So, I’m willing to put up with a little confusion for my registrants to make \$1000.00 bucks extra before the webinar is even scheduled to start.

When you start making extra money before your webinars even start, I’m sure you won’t mind me giving you this tip hahaha.

See an example of where I frequently send people after registration by clicking this link: <http://www.Antion.com/ultimateguide>

Show Up Video

Again we want to do everything we can to get more people to actually show up for the webinar. Shooting a short video reminding them of the importance of showing up helps tremendously. If you’re not doing a

product page as a confirmation page, the confirmation page is a good place to put the video.

If you are doing a product as a confirmation page, you put a link to the video in your confirmation email.

I try to keep the video generic so I can use it for many different webinars. If you had the time, it would even be better to shoot a custom video filled with benefits for live attendance for each webinar you have.

Here's a link to a sample show up video I slammed together for you:

<http://www.greatinternetmarketing.com/showup/sample.htm>

Here's a Script you can adapt for your video:

Hi it's Tom Antion and I'm thrilled you just signed up for one of my webinars or telecasts. I have a long reputation of giving high quality information and this event is no exception. It will be jam packed with things you can use today to improve your business and your life.

I must tell you though that registering is just the first step. Showing up to get the information is the important part. Even though we frequently record these events I really encourage you to show up live for several reasons.

Many times we do a giveaway for people attending live. Sometimes we have a gift for those showing up 5 minutes early. I can't tell you how many times I've gotten e-mail from people that showed up late and because of the technology, couldn't even get in. Also, many times myself or one of my guests will do a truly limited offer only for people on the live event. I either turn off the recorder to give special deals and freebies only to the people that took the time to show up live or I edit that special out before putting out the replay.

Now, I'm going to send e-mail and sometimes text reminders if you want them to help you remember the time and date of the event. If you're seeing this on a page with all your attendance details, you can bookmark this page, you can add it to your smart phone or online calendar. Just make sure no matter how you do it, that you give yourself a reminder so if at all possible you don't miss the live event.

And just like all of my events you can be darn sure me or my guest is going to offer you further training, but here's my promise to you. I'll only offer that training after I've fulfilled my promise to give you everything you just saw in the promotion of this event. You will never see me involved in an hour long teaser that gives you nothing and then asks you to spend a fortune.

Also, would you like to get your friends to give you a big thank you? Tweet, facebook, e-mail send a carrier pigeon, or go door to door and Tell them about the fantastic information you're about to get.

So, mark those calendars and I'll see you on the webinar.

- End of Script -

Reminders

You'll want to make sure your webinar system can send e-mail and / or text reminders to the registrants. The webinar system usually gives you a standard reminder blurb all ready to go. You can edit it with any special info you want the registrants to get.

It's not a bad idea to put in extra tips about the topic and / or other good material that makes people want to read your reminders. Most people look at the reminder subject line and then ignore opening the e-mail or just delete it. If they started seeing good stuff in the emails,

they would more likely open it and spend more time getting committed to showing up which is your main goal.

Multiple Email reminders can usually be set to be sent to the registrants at various times prior to the webinar.

Almost always mine are set at 4 hours, 2 hours and 1 hour prior to the webinar. You can also set them to remind people 1 or more days prior to the webinar. I don't use this ability very often because most of my webinars are initially promoted the day before or the day of so a reminder on the day before would be kind of dumb.

Super Trick: Many webinar systems have the ability to send change announcements to all the registrants and / or presenters. This is handy if you have to cancel or change a start time or provide a last minute handout, or something like that.

This function can be used to get more people to show up. Instead of making a mundane announcement to the registrants you put in an e-mail message with the subject line; "STARTING NOW" and then your title or topic. It would look something like this:

STARTING NOW!: Speaking at Fundraisers

You don't have to put your entire subject line that you used to promote the webinar. After 3 or 4 previous reminders they know what this email is about. The important part is "STARTING NOW". This creates the urgency that they better drop what they're doing and get on the webinar.

I send this about 15 minutes before the start time of the webinar. You will have to see if your webinar system is reliable in sending e-mails immediately. It makes you look bad for the email to arrive a long time after the webinar has already started.

One term you can add to your reminders is "On Demand". This sends the message to the registrant that they can watch anytime they want

to. I've got mixed emotions about this because on one hand you want to accommodate the people, but on the other hand without urgency to watch right away, they may never get around to it.

Text Reminders

Nowadays people get more touchy about getting texted than they do about getting e-mails. Make sure they have requested text reminders so you don't get irate phone calls about interrupting people.

When I first started text marketing I got a few pretty pissed off people calling me even though they had signed up for my text broadcast service.

Corporate Reminders

If you're in the corporate market, you may be sending reminders 1 or more weeks in advance. This is extremely rare in the entrepreneurial markets.

You are probably being paid for the webinar and it may have been booked months in advance and the executives want to get maximum participation so plenty of notice is important.

This kind of cracks me up because I'm so "Non Corporate". I might wake up on a Sunday morning and think to myself, "I'd like to make a couple thousand dollars today. I think I'll do a webinar replay tonight while I'm watching TV." Hahaha.

Social Media

Use all your appropriate social media outlets to promote your webinar. Timing wise this gets tricky since most of your friends don't see your Facebook postings unless you "boost" the post. (Boosting a post means paying money so more people see it.) Posts promoting things can vary in how long they take to get approved. Sometimes it's 10 minutes and

sometimes it's 4 hours or more. So, you better be on the safe side and don't wait till the last minute to boost your post promoting your webinar or it won't get approved until it's too late. On the other hand, boosting too early reduces the urgency of those that see the post to jump on your webinar.

Contests

This is a pretty cool viral method to get Twitter and Facebook people to show up live to the webinar. It's kind of a double whammy because you get the people that are tweeting and posting to show up for sure and you get a percentage of their followers who decide to attend your webinar.

What you do is have a Tweet / Post contest. You get people to come up with a great tweet and / or post about your webinar and distribute it to their followers and send you a copy. You will give out prizes (e-books, videos, etc. to the winners, but the winners must be on the webinar to win.

Note: Make sure you review contest law with your attorney before accidentally getting in trouble with a contest or at least review contest law on the web.

Prizes

Once word gets around that you give out prizes on your live webinars, more and more people will start showing up. You might be getting a new iPad and announce that you will be giving away your old one on your next webinar.

Maybe you could get 100 bucks selling it on Craigslist, but maybe giving it away on your webinar could get 30 more people to show up. If 3 of

them buy your \$97.00 product, you just got \$291.00 for the iPad in addition to all the other sales you would have made without the iPad deal.

If you have something substantial like an iPad, make sure you have lots of other less substantial prizes, e-books, consultations, videos, etc. so many people have a chance to win. You'll get more people attending if there are lots of prizes and maybe one grand prize.

Calling

At this stage in my career and life I'm pretty much the last person on earth who wants to make a bunch of phone calls. However, I will admit that in the beginning waaaaay back in 1994 I would call every single person that ordered from me and thanked them. . . . Admittedly in those days there weren't very many people to call.

After I got good training in 1996 and started making money I kept up the practice of calling people as long as I could. I don't remember how long I lasted, but I can absolutely tell you the calls accelerated my business tremendously.

If we take this into the webinar world, I can say with great certainty that calling people will get you way more registrations and show ups. The question is, "Where do you get the phone numbers?"

You can start with your customer list. You almost assuredly have their phone numbers. For me with 30,000 + customers I guess I'd have to plan a webinar three years in advance if I had to call them all hahaha.

Outside of that you might want to get a service. Check out this link for instructions <http://www.wikihow.com/Get-Cell-Phone-Numbers>

Voice Blasts

Geoff Ronning from the Gold Standard webinar replay service <http://www.StealthSeminar.com> says he does voice blasts to remind people to get on his webinars.

Some services can be set to go straight to voicemail without the recipient's phone ringing. Using a service like this is a balancing act of stimulating people to get on the webinar on time yet not annoying them with a ringing phone when they may be busy with other things.

Geoff gave me a sample of his voice blasts.

Hi this is Geoff Ronning. I apologize for the automated reminder however I wanted to get this out to everyone before it's too late. The XYZ Webinar is going to be starting momentarily. Please check your email right now for the link.

Hybrid Webinars

This is something I believe I invented because I didn't see anyone else doing it until I started talking about it. I coined the term "Hybrid Webinars" because prior to me starting to do this you had two kinds of webinars.

1. Live
2. Replay of a Live Webinar

A "Hybrid Webinar" is where I promote and play the "replay" of a live webinar and make myself available to answer questions in real time or "live".

Example from part of an email promo:

TONIGHT! 8:05 PM Eastern

"HOW TO MAXIMIZE THE VALUE OF ANY SPEAKING ENGAGEMENT"

Replay with Tom there answering questions live.

Some things in marketing are beautifully illogical. This is one of them. People could watch the replay of my various webinar anytime they want at <http://www.TomAntionWebinars.com> . They can also email me with questions any time they want. So, why would they show up at 8:05 PM Eastern to watch a video?

Well one reason is that they feel they'll get immediate answers to their questions from the big shot himself. I guess immediate is important compared to sending me a question and wondering when I'll get back to them if ever.

Another reason is they want to be part of an "event".

Some people miss the word "Replay" in my promotion and "think" it's live.

A side note here: I NEVER, EVER LIE AND SAY IT'S LIVE WHEN IT ISN'T. I always say "replay" with "Tom" or "I'll be there" answering questions live.

I don't really mind if people get caught up in the moment and feel it's live, but I'm never going to lie about it.

This hybrid method of playing a replay, but answering questions in real time has made me a small fortune with very little work. It's so easy to sit around and watch TV or be at the mall answering e-mail questions on a mobile phone while the replay is playing.

So many people are lazy and just want their replays to make them big bucks and yes that can be done. Just adding this one live element can really increase your show up rates and sales from replays.

Fully Automated Webinars

Yes, you can fully automate your webinars and be nowhere to be found when they are playing. You will have to have a really good replay service like the one I use at <http://www.HybridWebinars.com>

According to Geoff Ronning a top webinar authority and owner of the best replay system out there, a certain replay schedule works best.

Here it is:

Top of the Next Hour – This is where it appears to the visitor you are playing the webinar once today and they just happen to be there right before it starts. A good service can make it look that way by updating the time of the seminar every time someone visits. For instance, if you arrived at the registration page at 6:40 PM, the webinar looks like it will start at 7:00 PM.

This takes care of the “immediate gratification” factor. A visitor can attend the webinar within the next hour. This is also good because if the person had enough time to be looking around the net for webinars, they probably have enough time to go ahead and watch yours right now.

11:00 AM Tomorrow – This gives the person an option to watch in the morning and it looks like you are just playing it once tomorrow.

7:00 PM The Day After Tomorrow – This gives the person an evening option if they can't make it in the morning and again looks like you are just playing it once the day after tomorrow.

All of these options are between 9:00 AM and 9:00 PM to prevent someone visiting in the middle of the night like 2:20 AM and you are telling them a webinar is starting at the top of the next hour or 3:00 AM. This won't seem realistic.

Care in Recording & Editing

This actually applies to all webinars where you plan on replaying them.

Before I tell you what to do, I'll admit that my guests and I screw this up all the time. Saying one wrong thing typically won't kill your sales, but the better you get at doing the live recording, the better the replays will be.

What I'm talking about is that you should be very careful in what you say during the live recording.

Here are some examples:

You might normally say, "Welcome everyone. I'm broadcasting tonight from Sunny Virginia Beach".

What will the word "tonight" do to the person watching if the replay is being shown during the day? It will cause them to get out of the live feel of the webinar. It will just sound weird.

How about this?

"Merry Christmas to everyone. Put in your chat box what you want for Christmas."

It wouldn't make much sense if you are replaying the webinar in the middle of July now would it?

Like I said above, I make mistakes on this all the time. I get caught up in the moment when recording the live webinar and blurt out stuff I know I'll have to edit out later. My guests make mistakes too. Just try to

improve on this and coach your guests in advance to reduce these screw-ups to a minimum.

Here's one more tip that I messed up before I got good at this. **Don't put the year of your copyright on your slides.** I don't know how this plays out legally, but having an old copyright on each slide just makes your information look old even if it's currently valid.

Follow Up

OK. So you've done everything possible to get more show ups and it's paying off. Now, what about those people who just couldn't make it? We still want them to watch the replay and buy don't we? Of course, we do.

As soon as the replay is ready I have a follow up e-mail ready to go. It doesn't have to be fancy, but it should be sent as soon as possible after the event. You want to get it to people while they are still hot for the topic.

Many times I stay up really late on the east coast getting it ready and send it out maybe at midnight eastern time which is only 9PM pacific time. People on the west coast of the USA still have time to watch it before bed and purchase and people in the UK have it when they wake up.

In many cases I put a blurb in the e-mail about how great the webinar was and how crazy the people went when they attended.

Example:

Your Sponsorship Replay is ready.

People went ape over this webinar. You will see tons of examples of people just like you getting enormous amounts of money from big companies to help finance their dreams.

Click here to watch:

(link)

You can send e-mails like this or similar ones over a couple days. After that, it's not worth the effort.

Also, sometimes the best practices are NOT necessarily the best practices.

It would not make sense to send the replay to people who actually attended the webinar right? . . . Maybe not? If they didn't buy, they might want to watch it again because they were distracted and missed some of it, . . . the kids were acting up, the pizza guy was at the door, or who knows why they might want to watch again? I just send out the replay to all the registrants.

Even the ones that bought get it in case they want to pass it along to a friend. Not once ever has anybody that purchased complained about me sending them the replay. NOT ONCE.

In fact, it makes sense to send it to the ones who bought because they were excited enough to buy. They are most likely to send the replay to other people that may have never heard of you.

Rinse and Repeat

When you find you have a winning webinar that makes you money, keep rolling it out until it doesn't make money any more or becomes obsolete.

If you've done a good job of making it evergreen by being careful of what you say and deleting the copyright year as I mentioned above, you can wait a year or more and roll out your replay again. Just dust it off and announce it.

Keep in mind you may have an entire new bunch of people in your database that have not heard your webinar. Another important point that I've lived over and over during the years I've been selling my information products is that the first time I roll out a product, a person may not be ready to receive that product.

They may like it. They may or may not know they need it, but for any number of reasons they aren't ready to purchase. Six months or a year from now they might be in a different place so when you put the webinar in front of them again they go through with the purchase.

I just did that yesterday where I rolled out a webinar I hadn't played in 15 months and it brought in \$1400.00 while I was watching TV.

Conclusion

If you've decided webinars are a good vehicle for your business to thrive, **it behooves you to heavily concentrate on your show up rate.** There are great benefits for both corporate and entrepreneurial webinar creators to get people in their virtual seats.

For corporate people you'll get better and more enthusiastic attendees that will give you higher evaluations which leads to a much better chance to future business.

For entrepreneurial webinar creators who want to sell directly on their webinars, the figures in the introduction tell the story. You will absolutely make more money when you get more people to attend your events (either live or hybrid replays) than if you depend on people getting around to listen whenever they feel like it.

Good luck and let me know if I can ever help you out.

Printable Check List to Increase ShowUps

- Confirm that People actually want your topic
- Create a Great title
- Choose your time of day
- Choose your day of the week
- Decide on show up incentives
- Promote same day or in advance
- Write compelling email announcement
- Write Great subject line
- Sign up for <http://www.CopyWriting901.com> hahaha I had to slip that in there.
- Create a great Landing / Registration Page
- Consider redirecting registrants to a sales page
- Create a video showing the benefits of attending live.
- Create reminders

- Create social media announcements
- Consider contests
- Consider significant prizes
- Consider calling prospects
- Hybrid Webinars Can Increase sales
- Fully automated webinars can still bring in revenue
- Be careful what you say on live webinars so you don't ruin the replays.
- Follow Up several times to everyone with the replay.
- Bring back out older webinars

Additional Help Available from Tom Antion

<http://www.TomAntionWebinars.com> Variety of powerful complimentary webinars

<http://www.HybridWebinars.com> Tom's affiliate link that leads to the best webinar replay service.

<http://www.Antion.com/speakershop.htm> Longest running professional speakers shop

<https://www.antion.com/prospeaking/> Tom's brand new speaker mentor program

<http://www.IMTCVA.org> Tom's licensed Internet Marketing School

<http://www.AmazingPublicSpeaking.com> Over 475 public and professional speaking videos, audios and articles

<http://www.Antion.com/vipvideoday.htm> In person video training along with time in our TV studio to shoot high quality videos

<http://www.BrutalSelfDefense.com/videos> Tom's two-day unique self-defense training

<http://www.ProtectionDogsElite.com> Tom's partnership selling protection dogs

About the Author

Tom Antion is a multi-millionaire Internet marketer and professional speaker who has been selling on the commercial Internet since there was a commercial Internet circa 1994.



He is the founder of the Great Internet Marketing Retreat Center in Virginia Beach, Virginia where for over 15 years people have visited from all over the world to study Internet marketing in the lap of luxury.

He's also the founder of the only licensed, independent Internet Marketing School in the country.

Tom has the largest email list in his industry with 100,000 subscribers in more than 80 countries.