



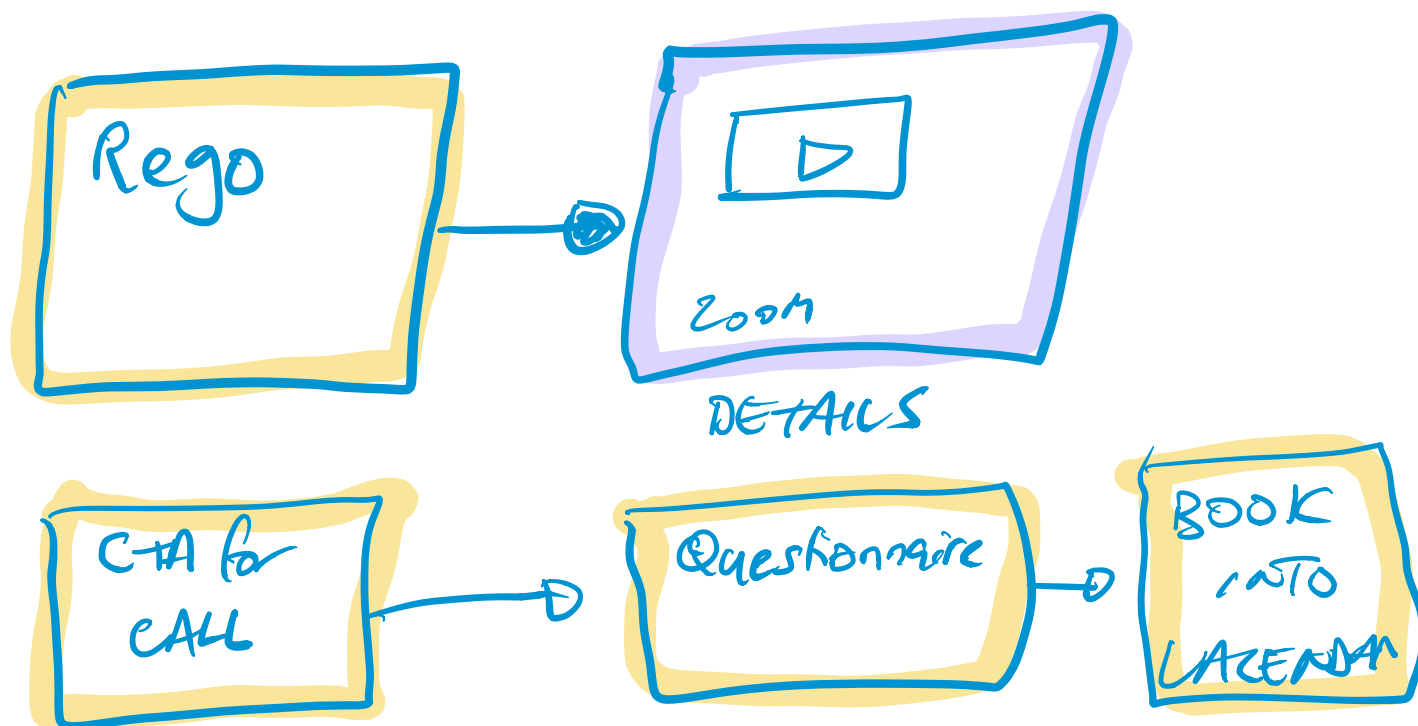
Webinar to Appointment System

DOWNLOAD HERE: <http://www.bluewiremedia.com.au/webinar-kit>

How to set up your Webinar System.

Here's an example of what the Webinar System looks like:

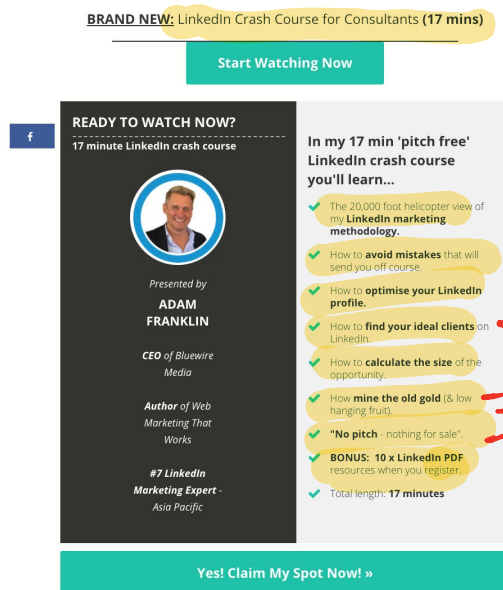
1. <https://www.bluewiremedia.com.au/linkedin-crash-course> (Rego page using LeadPages)
2. <https://www.bluewiremedia.com.au/linkedin-crash-course-micro-webinar> (the webinar itself and CTA)
3. <https://www.bluewiremedia.com.au/growth-call> (using Google Forms)
4. <https://calendly.com/adam-franklin/30min> (Calendly booking system)
5. <https://www.bluewiremedia.com.au/what-to-expect> (Thank you page with YouTube video)



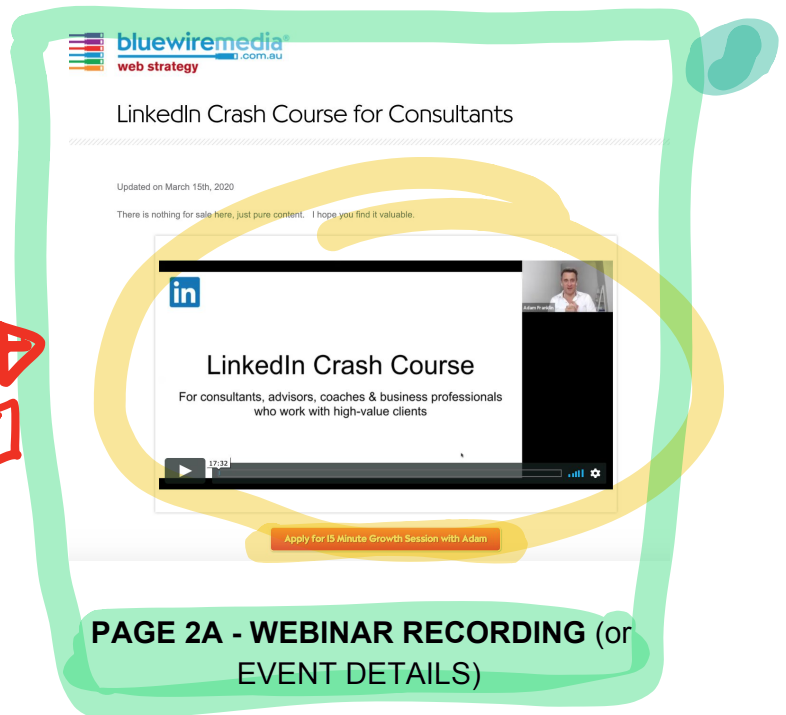


Webinar to Appointment System

What the webpages looks like:



PAGE 1 - WEBINAR REGO

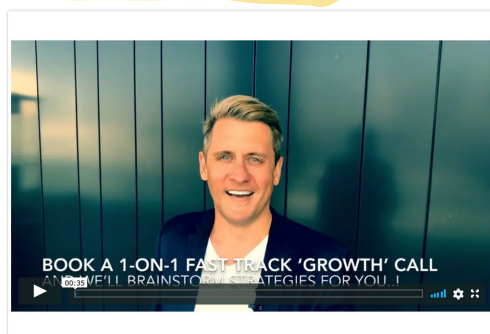


PAGE 2A - WEBINAR RECORDING (or
EVENT DETAILS)

Lead pages
Click Funnels
Thrive Themes

You could upload SLIDES
on Slideshare

Prefer a 1-on-1 fast track "growth" call?



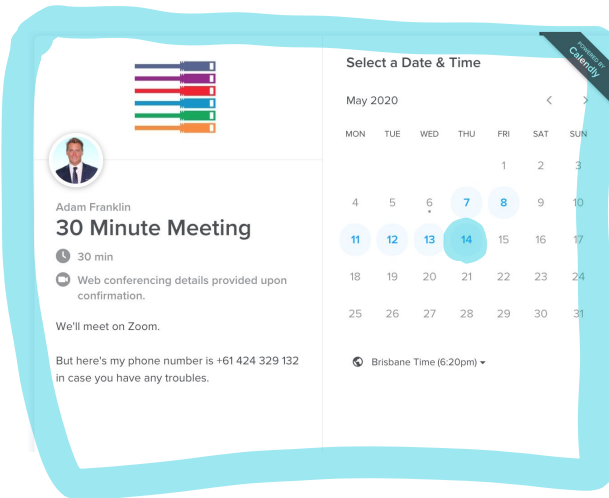
PAGE 2B - CTA for 1-on-1 FAST TRACK
CALL



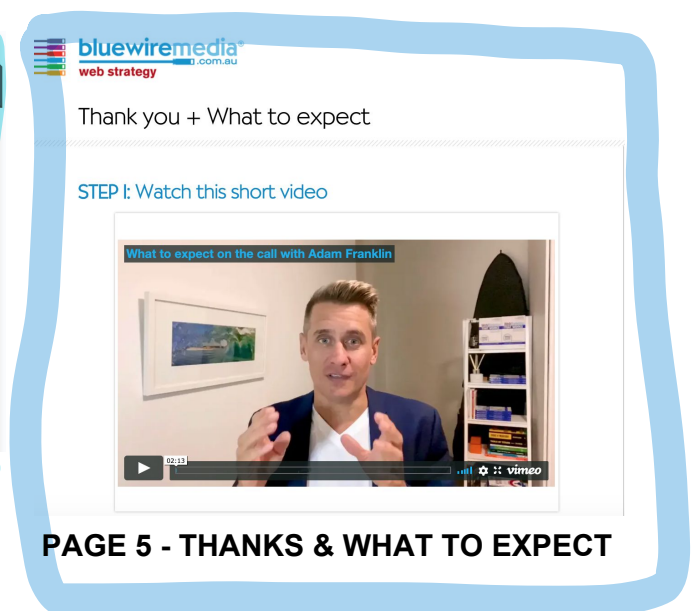
PAGE 3 - QUESTIONNAIRE TO APPLY
FOR A CALL



Webinar to Appointment System



PAGE 4 - BOOK A TIME



PAGE 5 - THANKS & WHAT TO EXPECT

Add CUSTOM LINK
for CONFIRMATION Page

1. Explain logistics
2. the call
3. (FB Group.)



Webinar to Appointment System

What the email sequence looks like:

EMAIL #1: Webinar Invite Template:

Hi {First Name},

I've just finished recording a LinkedIn Crash Course for Consultants. It's pure content --- there's no-fluff, no-pitch and no-cost!

[Click here to register >>](#)

I will show you how to tap into the opportunity on LinkedIn, including:

- How to optimise your LinkedIn profile. [BENEFIT #1]
- How to find your ideal clients on LinkedIn. [BENEFIT #2]
- How to calculate the size of the opportunity. [BENEFIT #3]
- How mine the old gold (& low hanging fruit). [BENEFIT #4]

[Click here to register >>](#)

Cheers,

Adam Franklin
CEO - Bluewire Media
Author of Web Marketing That Works

EMAIL #2: Confirmation/Replay Email

Hi {First Name}

Thanks for registering.

Here's the link to watch the LinkedIn Crash Course for Consultants (17 mins). I hope you find it useful.

Growth Session Invite:

By the way, if you want to fast track your progress, I'd like to invite you to request a 1-on-1 Growth Session with me.

All you need to do is answer a few questions about your business, and then book a convenient time in your calendar. [Apply for a Growth Session.](#)

Chat to you soon.
Cheers,

(Send a series of emails to the promote)

If Live Webinar

- Zoom link

- START TIME etc

REMINDER

EMAILS

STARTING

1 hr

1 day

2 days



Webinar to Appointment System

Adam Franklin
Author of Web Marketing That Works
CEO - Bluewire Media

OPTIONAL EMAIL: Follow up SPEAR email 1 day later (if they don't book a call)

Hi {First Name}

Are you still looking to get better leads from LinkedIn?

Adam

EMAIL #3: Booking confirmation (**this will come automatically from Calendly but you can customise the text)

Hi {First Name},

Your 30 Minute Meeting with Adam Franklin at 01:30pm (Brisbane Time) on Monday, May 11, 2020 is scheduled.

We'll meet on Zoom.

But here's my phone number +61 424 329 132 in case you have any troubles.

Location: This is a Zoom web conference.

You can join this meeting from your computer, tablet, or smartphone.

<https://us02web.zoom.us/j/81971025037>

Adam

[Add to Google Calendar](#) [Add to iCal/Outlook](#)

Make changes to this event:

[Reschedule](#) [Cancel](#)

Add Reminder Emails

1 day before ✓

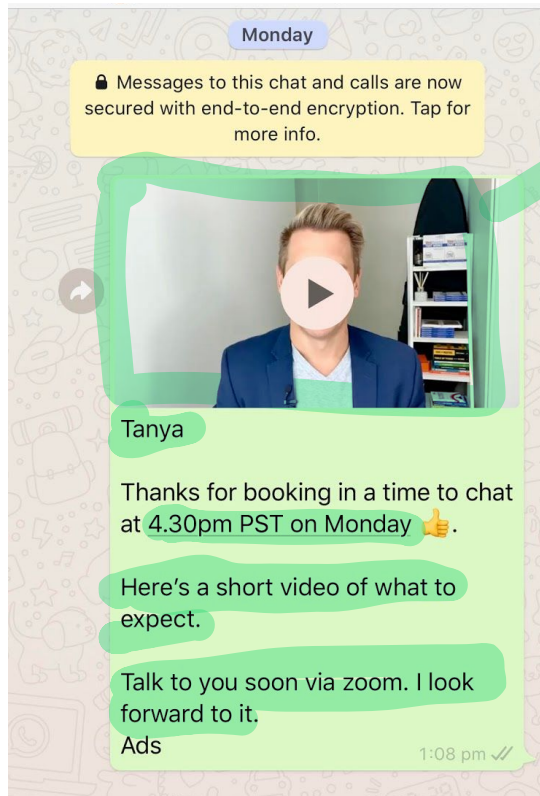
1 hour before ✓



Webinar to Appointment System

PRO TIP to maximise show up rates

TEXT MESSAGE #1: 'What to expect' text & video message



Could be personalised

Thanks
Tanya



MAXIMISE SHOW UP

CONFIRM
TEXT

Confirming our call
in 30 mins

WEBINAR

25% SHOW UP

75%



DON'T SHOW UP
+ often best prospects.

