



COMMISSION EXPERTS



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3.4 Notes Summary

Speaker: Mike Filsaime

Date: Saturday, April 21, 2018

Location: Commission Expo - Orlando, Florida

Title: WEBINAR CONTROL Lessons From a \$4 Million Launch and a \$20 Million a Year Automated Business

Key Takeaway: Remove the word “Replay” from your vocabulary. Offer instead an initial live webinar followed in two days by a second live webinar. Only then offer an automated “encore” video via a specially designed “Urgency Page”. Get attendees off mobile device to watch on a desktop or laptop. Offer PayPal Credit. Use Facebook Messenger Bots for high engagement.

Mike is going to present what he shared with his high level mastermind in San Diego. He encourages that internet marketers belong to a local Mastermind so they can share what is working in their business and hear what works in other’s businesses.

John Assaraf hired Mike for a product launch where Mike went into John’s office for about an hour a day spanning 60 days. Mike instructed what the team should do and they superbly executed the plan. John Assaraf name is associated with “The Secret” and most recently “NeuroGym”. John’s company earns about 20 million a year with an automated webinar.

Mike Filsaime is co-founder of WebinarJam, EverWebinar and helped start “The Marketer's Cruise”.

OFFER: Mike has a product called Webinar Control that costs about \$1000 and is giving it away for free if you leave a deposit today to go on the Marketer’s Cruise.

As a consultant, whenever Mike looks at a webinar he focuses on five areas.



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Here are the 5 LAWS We Focus On:

- I. The Law of MAXIMUM Registrations *Probably the Most Important
- II. The Law of MAXIMUM Show Rate
- III. The Law of MAXIMUM Stick Rate
- IV. The Law of MAXIMUM High Converting Offers
- V. The Law of ECHO - How Increase Profits with The Webinar Control Blueprint

Here are the 5 LAWS We Focus On:

- I. The Law of MAXIMUM Registrations (*Probably the Most Important of the Five Laws)

It's all about increasing registration. Mike sees people working on their slide presentation and they do perhaps 7% conversion. Then they start changing their slides, offers, payment plans, etc. and then go to 4% conversion. Contrary to this, when Mike does a presentation he does the same exact presentation as an automated webinar and depending on the JV Partner it will be 7%, 5%, 12%. The point is, if you keep changing up the presentation and offer you really do not know what change made the difference. This is because sometimes it is the traffic, JV Partner, or Facebook Traffic. So do not spend too much time changing the presentation and offer as there are better places to focus your time on.

The average registration rates for a webinar are somewhere between 35-45% for emailing and 18-25% for Facebook traffic. Thus if someone is getting 35-45% conversion they are doing very well. The strategies that Mike will be sharing will get your Facebook Traffic conversions up from 30% to 35% and JV Traffic conversions up to 75%.

It is one thing getting people to "register" for your webinar but it's another thing to get them to attend. Mike will show some things that he did with John in a few minutes.

II. The Law of MAXIMUM Show Rate

What you want to do on your webinar registration page is to have "less copy". The less copy the higher the registration rates. If you have a Headline, a couple of benefits, picture of yourself and your Bio on why you are the authorized person to give this information, you will have much higher registration rates than a long registration page and a lot of bullets. The only problem is that having a very high registration rate will conversely have a very low attendee or "show" rate. The only tradeoff is to get a lot of



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information and get much lower registration but a higher show rate. But there is a way to get both and Mike will show that in just a moment.

III. The Law of MAXIMUM Stick Rate

Focus on the “stick rate”. So when people get on your webinar it is very important that you get right to the facts. Mike believes in starting on time. Don’t start late and then have filler as you wait for more to login as people’s time is valuable. Or even taking too much time introducing speakers and telling stories to where 20 minutes into the webinar and people haven’t learned a thing. You need to get right to the point with an initial slide that make a **BIG BOLD PROMISE**. “Here’s what you are going to learn today. I promise you in the next 45 minutes you will learn to do X, Y, Z and implement it for free.” Be very careful that the promise you are making has NOTHING to do with buying your product. The promise must be based on your presentation and not your product.

IV. The Law of MAXIMUM High Converting Offers

There are great courses on this like Mike’s Webinar Control, along with Russell Brunson and Jason Fladlien’s trainings are good too. But there is a structure to doing webinar slides. Basically keep it very simple. Tell your story, tell them why you are the person they should be listening too, but be very careful about going through your resume. If there is a picture of you climbing Mt Everest and there is an anecdote then by all means have it. But if you are just having it appear and it has nothing to do with how they are going to make money on Shopify than get rid of it, unless you can tie it in.

V. The Law of ECHO - How Increase Profits with The Webinar Control Blueprint

How to increase profits after your webinar. When we do a webinar, we do three times as much money than the live or automated webinar themselves. So if you do a webinar, and you do 30 sales, normally you’d say to your JV Partner “I’ll get you the “replay” link tomorrow.” And the JV Partner mails the “replay” you get 3-4 more sales and consider it gravy. In contrast, when Mike does 30 sales he ends the week with 90 sells. He will show us that process.

Webinar University

We contacted folks you may know like: Anik Singal, Russell Brunson, Jeff Walker, Bendon Bouchard, Jason Fladlien and others you may not know. However, what they all had in common was that they were putting the most people in their webinars. These folks were doing 4-5 million a year.



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Mike interviewed all these people asking them questions based on the “Five Laws” like:

“How do you increase registration?”

“How do you get people to show up?”

“What is your structure?”

“How do you get people to stay on your webinar once they get there?”

“How do you do a follow-up?”

Pretty much 80% of what they said was the same thing. But 20% of what they said that was unique was absolute gold!

Free Resource:

At <https://www.webinaruniversity.org> you can find every interview with video, cheat sheets, and notes.

Make sure you watch “The Best of Mike Filsaime” at:

<https://www.webinaruniversity.org/unlocked-epic-results-training/best-of-mike-filsaime-webinar-control-training/>

(This is a webinar where Mike reveals the 51 Best tactics that Mike uncovered in his interviews.)

The Secret

Remember, Mike said he could get **70% conversions** for his JV Partners when they mailed for his webinars including John Assaraf launch?

Well Mike asked that every JV Partner create a casual, impromptu style selfie video that was away from the green screen, suit and tie, and out of the office. Instead the video was to be filmed in the backyard, mall, or even walk the street with their dog and say . . .

“Hi it’s Tom Beal. I’m going to be doing a promotion this week with John Assaraf. And I normally don’t make videos like this. But this one is so important. I’m just out here walking my dog. But I wanted to remind you that this is going to be happening this week on (date). And there is a link under this video. Make sure to be on this webinar. It’s only going to happen once. I’m going to be there and we can be talking in the chat. So I’ll see you there.”



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Every single one of John Assaraf's affiliates, shot the impromptu video, and put it on a page with a white background and a link below the video saying "Click Here When Video is Done."

If you send traffic without the video you will be at about 45%. But the affiliate endorsing it with a pre-landing page gets the opt-ins up to 75%. The reason is that it is a "pattern interrupt". Instead of the subscriber being sent to a generic landing page they instead view the affiliate they know, , and trust appearing casual and taking the time to invite them to the webinar. This method has a dramatic effect on increasing webinar registrations.

Different Pages for Desktop and for Mobile

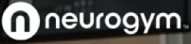
Desktop: (This page converts at 38% on desktop; 12% on mobile)

Here is an example of the best tested webinar registration page used for John Assaraf's launch.

- **Headline:** Upgrade Your Brain, Upgrade Your Income
- **Sub headline:** Eight Brain & Success Experts Help You Let Go of Limiting Beliefs so You Unleash Your Fullest Potential
- **Date:** SATURDAY, OCTOBER 28TH, AT 9:00AM PT
- **Event:** FREE NEW BRAIN-A-THON EVENT HOSTED BY JOHN ASSARAF
- **Call to Action:** IT'S FREE - DON'T MISS OUT - REGISTER NOW!
- **Button:** SIGN-IN / SIGN-UP NOW!



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BRAIN A THON

UPGRADE YOUR BRAIN, UPGRADE YOUR INCOME

Eight Brain & Success Experts Help You Let Go of Limiting Beliefs so You Unleash Your Fullest Potential





SATURDAY, OCTOBER 28TH, AT 9:00AM PT

FREE NEW BRAIN-A-THON EVENT

HOSTED BY JOHN ASSARAF

IT'S FREE - DON'T MISS OUT — REGISTER NOW!

Sign-In / Sign-Up Now!

AS SEEN ON:     The New York Times

Mobile: (This page converts at 35% on mobile)

This is what tested best on a mobile device. So when you are looking at the webinar registration page on a mobile device like an iPhone 5c. Do not have too much text as it can be overwhelming. Use technology to identify devices serve up different pages.

- **Headline:** Upgrade Your Brain, Upgrade Your Income
- **Sub Headline:** At The All New 6th Annual LIVE Brain-A-Thon - Free Event!
- **Description:** 8 of the World's Top Brain and Success Experts Will Help You Upgrade Your Money Mindset And Remove The Mental & Emotional Obstacles Standing In Your Way Of Achieving Financial Freedom
- **When:** Live This Saturday Only! All Day Online Event
- **Call to Action:** Don't Miss Out - Register Now!
- **Who:** Hosted by John Assaraf along with 7 of the world's Top Brain and Success Experts
- **Date:** Friday, 27 October 2017 at 2:00 PM
- **Countdown Timer**
- **Button:** RESERVE MY SPOT >>

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**Upgrade Your Brain,
Upgrade Your Income!**
**At The All New 6th Annual LIVE
Brain-A-Thon — Free Event!**

8 of The World's Top Brain and Success
Experts Will Help You Upgrade Your Money
Mindset And Remove The Mental & Emotional
Obstacles Standing In Your Way Of Achieving
Financial Freedom

Live This Saturday Only! All Day Online Event

Don't Miss Out — Register Now!

Hosted by John Assaraf along with 7 of the
worlds Top Brain and Success Experts

SCHEDULE

➤ Friday, 27 October 2017, at 2:00 PM

Eastern Time (US and Canada), GMT -4
[Convert to other timezone](#)

Next event starts in...

00:01:41:42

RESERVE MY SPOT »

www.tinyurl.com/mobile-reg-page

How your pages look and how much information people are willing to consume per device is important. Also when they click on a Facebook Ad or an email on a mobile device the prospect wants to get right to the point. So design with snippets.

Notice we are not saying anything about who John Assaraf is. They are not learning anything about the event. Remember, the less copy you have the higher the registration rate is going to be. However, you will get less people to show up as they are not vested since they really do not know what they signed up for.

“Post Registration” - Thank You Page - Copy and Video:


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1. Sell the attendee on the event.

Imagine this is a very long “Thank You” page with an eleven minute “Welcome” video shown after registration. Now you can sell them on the event. If this video was on the registration page the video is too long and you would be over-qualifying people. So, every person that saw the video on the front-end would be highly qualified but only about 8-10% of the people would register. But because of the psychological laws of “Commitment and Consistency” once people register for the webinar they say: “Now that I registered for the event and am vested, I want to know what I am signed up for.” So they are going to listen to the entire video.



[This is Your Event Link: Click Here](#)



BRAIN A THON

Congratulations!
You are registered for this all-new, epic, Brain-A-Thon event.

When: Saturday, October 28th, 2017
Time: Starts at 9:00am PT
Where: Your Desktop or Laptop Computer

Watch this short video for all the details you will need to prepare for the NEW findings, discoveries, and breakthroughs in the all-new, Brain-A-Thon

Very Important:
Please Make Sure to Follow All of These Steps to Get the Most From the Brain-A-Thon

2. Explain the webinar is not optimized for a mobile device.

Mike asks the audience how many have attended a 90 minute webinar, watched on a mobile device, participated in chat, and purchased the product? We want to make sure that everyone is watching on a desktop. Because on a desktop we can multitask. We don't want our users doing that but if you are watching the webinar and you get a text you pickup your phone and the webinar is not interrupted. If you've just been tagged in a photo at an Omar Martin event you can pickup your phone and it doesn't interrupt the broadcast. If someone is viewing on a mobile device they get texts, facebook messages, snapchat alerts, etc With each notification the viewer would have to leave the webinar app to



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address the alert. And if it was a text, once a conversation starts it just keeps going back and forth and at that point the attendee is not vested in your webinar.

Another thing is that on a mobile device they are not seeing the chat because the video goes fullscreen. And when the presenter says “Type ‘yes’ in the chat.” some attendees in certain niches are so new to technology they don’t know what or how to find the chat on the mobile device.

Plus the free download that is offered. Without knowing where the chat is they don’t get the free mind map promised cause they can’t see the link in the chat. And when you want them to buy, you are still closing and pop up the “add to cart” button they are not seeing it. So you want to get the users off of their mobile devices and you do that several places.

The first place you announce to the attendee that you want them to watch the webinar on a desktop is in the video. You want to say this webinar is not optimized for your mobile device. We are going to have give aways, interactive chat, if you type in the chat you have the opportunity to win money/cash, so make sure you are available at a laptop or pc. Every communication like email, text, facebook message, etc . . . tells them they must be at a desktop or laptop and not on a mobile device.

John Assaraf was getting 64% of the people were watching on mobile; 26% were viewing on desktop. People register on mobile because that where facebook advertising is strong and they put a lot of effort there. People also check their email on mobile devices and click the link to register for a webinar. People are more likely to also be on their mobile device when they register for an automated webinar because they run every 15 minutes or on the hour. So it is important to get them off their mobile device.

Even with all the training and communication to get the people off their mobile and onto a desktop or laptop we were only able to get that stats from 26% to 60% desktop. So, still only 40% were watching on mobile. So, that one strategy alone, in doubling the amount of people viewing on a pc, will ultimately double your conversions. Besides, people don’t like filling out credit card forms, and thank you pages. When you buy don’t you want to be on a desktop?

Steps We Tell Them to Do:

STEP
1



Enable Facebook Reminders

Make sure you enable Facebook reminders to get important notifications about this event. With Facebook's new technology we can actually send you a reminder minutes before the event so you won't miss a thing.

Get Facebook Reminders


✔ Send to Messenger

Mike Filsaime *Not you?*

1. Enable Facebook Reminders

That “Get Facebook Reminders” is actually a Manychat. Have you noticed you are now being marketed to via Facebook messenger? That’s a service called ManyChat and there is also Chatmatic. Basically what happens is when you do your Facebook Ad, you can promise a free PDF or Video Training course, all they have to do is type the words “I’m in”. Then the chat pops up and says “Where do you want me to send it?” That is a chatbot. They are collecting your information and send information to you. So by clicking the “Get Facebook Reminders” button, John is able to send attendees a Facebook message 5 minutes before the webinar begins.

STEP
2



Add to Your Calendar

Save this event in your calendar using one of the links below.

Click to Add to Google

Click to Add to Outlook

Click to Add to iCalendar

2. Add to Your Calendar

We add it to their calendar.

STEP 3



Watch on a DESKTOP or LAPTOP to Optimize Your Experience

Make sure you have access to a desktop or laptop computer for this event. There are interactive components, bonuses and deals that you could miss on a mobile or tablet.

NOTE: This event is not optimized for mobile phones

3. Watch on a DESKTOP or LAPTOP to Optimize Your Experience

We tell them the webinar is only optimized for desktop or laptop.

STEP 4



Watch For Emails

Over the next few days, we'll be emailing you some important information you need to prepare for this event. Keep an eye on your inbox.

4. Watch For Emails

We ask them to watch for emails about the upcoming webinar.

STEP 5



Share On Social

Click here to share this event with family and friends to unlock your free gift.



Share on facebook



Share on twitter



Share by eMail

5. Share On Social

We ask them to share the event on their social media and email.



What You Will Discover on the upcoming Brain-A-Thon:

Remember, this is still the long format “Thank You” Page for signing up for the webinar. Here is all the copy about how John has been in the media and what you will get.

AS SEEN ON: **The New York Times** **CNN** **ellen** **LARRY KING LIVE**

What You Will Discover on the upcoming Brain-A-Thon

- ✓ How to get from where you are now, to where you always wanted to be by developing new empowering success habits
- ✓ How to unlock your brain's hidden power so you finally use more of your hidden potential and start achieving your goals vs. hoping and praying they come true
- ✓ 4 Simple strategies to break free of your fear of failing or fear of disappointing yourself or loved ones if you try again and fail
- ✓ 3 things you can do to develop an unstoppable “champion-like” mindset that helps you smash through any past negative event or setback
- ✓ How to access the unlimited power of your subconscious mind to squash disempowering childhood beliefs or unpleasant events that still prevent you from stepping into your fullest power
- ✓ Why stress might be the reason you haven't hit your financial goals... and how to turn your stress into your fuel for wealth creation and financial success
- ✓ How to get from where you are now, to where you always wanted to be by developing new empowering success habits



John Assaraf featured in *The Secret*



John on The Ellen show



John appearing on Larry King Live

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Who is John Assaraf:

Here is where we tell them “who” John Assaraf is.

Meet 8 of the World's Most Renown Brain & Success Experts Together for the First Time Ever!

Host: John Assaraf

Topic - The New Science to Change Your Brain and Transform Your Life

John is one of the leading behavioral and mindset experts in the world with a unique ability for helping people recognize and release the mental and emotional obstacles that prevent them from achieving their very best. In the last 10 years, he has written 2 New York Times Bestselling books and appeared on Larry King Live 8 times.



Remember, if all this information was on the registration front page the registrations would be lower. But they would be highly qualified. **So, we “flipped the script”.** What you do not want to do is have a Thank You page that says here is the link, bookmark this page, and remember these dates.

What you want to use this page to sell people to get on the webinar. They more than doubled John’s “show rates” from last year’s Brain-A-Thon. The previous year John’s launch made \$1.3 million. The next year by using these strategies I’m showing you he made \$4 million. So these tactics work on any scale in doubling what you were doing.



Who You Are Going to Learn From:



Dr. Sarah McKay

Topic - Refire to Rewire: The New Science of Peak Performance

Dr. Sarah McKay completed a Master of Science and Ph.D. in neuroscience at Oxford University. She is the founder of The Neuroscience Academy, which offers some of the most advanced research and brain based methods to help people

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Dr Srin Pillay

Topic - Accessing the Unlimited Power of Your Subconscious Brain

Dr. Pillay is the Assistant Professor of Psychiatry at Harvard Medical. He is an award-winning author and world renowned Harvard Psychiatrist and brain-imaging researcher. Dr. Pillay won the most national awards of anyone in the history of

[Read More](#) ▾



Dr. Heidi Hanna

Topic - Shatter Stress to Achieve Financial Success

Dr. Hanna is CEO and founder of SYNERGY, an integrative neuroscience company that provides peak performance brain-based training for individuals and organizations like the NFL and PGA.



Dr. Jeff Spencer

Topic - Tapping into Your Inner Champion

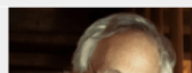
Dr. Spencer is an Olympic athlete, 8-time Tour de France winning team doctor and has been directly involved in over 40-plus Olympic, World, National, and Tour de France Championships.



Dr. Shelley Carson

Topic - Unlock Your Creative Brain to Generate More Income

Professor Carson received her Ph.D. in psychology from Harvard where she continues to teach. Her research on creativity and resilience has been featured in magazines such as Newsweek, Scientific American, and Psychology Today.



Mark Waldman

Frame Replays and Encores:

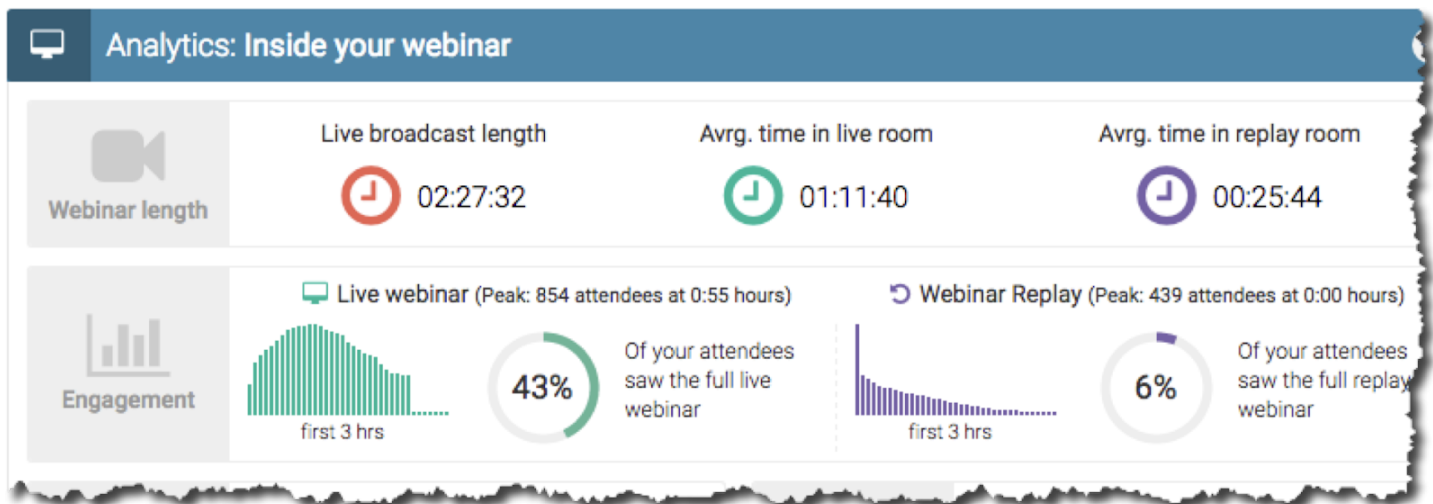
The way you “frame” replays is important. Take the word “replay” completely out of your vocabulary especially when marketing to your customers. Use the word “ENCORE” or “ENCORE PRESENTATION”.



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Here are statistics inside of WebinarJam from Mike's webinar. This was a two hour and 27 minute webinar and the green graph shows engagement every 5 minutes. Only 43% of attendees saw the entire presentation. Understand there was an hour of Q&A and still 43% of the people remained on the webinar. You can probably see when I gave the price. The price "drops" and the rest is Q&A.



Look what happens when they are told it is a "replay". It's like coming in and seeing "The Force Awakens" alone in a movie theater verses with 400 other people. The experience is going to be different as we are social creatures. So when you see live chat and you see someone typing "I'm John from Austin TX". You are excited to be around like minded people. In contrast, when you go to watch a replay, you hit that bookmark button saying "I'll get back to that." But you know what we do, we will never come back. That's why replays usually don't make a lot of money.

Thus, Mike recommends that when you do your webinar like on a Wednesday, do not send a replay on a Thursday. Instead, invite the speaker back or yourself, whomever is the Host and Presenter, and do it again on a Friday. **Just do a second webinar.** Mail the list that registered, those that bought as they sometimes want to watch again. There's some people that showed up but had to leave early. Some saw the price and didn't buy. Where others registered but didn't attend with still other who never registered.

So invite everybody back telling them how incredible it was. Tell them that we had such excitement from it but noticed a lot of you couldn't make it. So I've asked the speaker to come back and we are going to do it again on Friday. And guess what? Friday's webinar sells are going to be stronger than Wednesdays. Why? Because they just are. Mike doesn't know why. But they are always stronger than the first day. And from that point there is a certain way to do the replay. Let's look at the Sales and Income from this webinar.

Sales and Income:

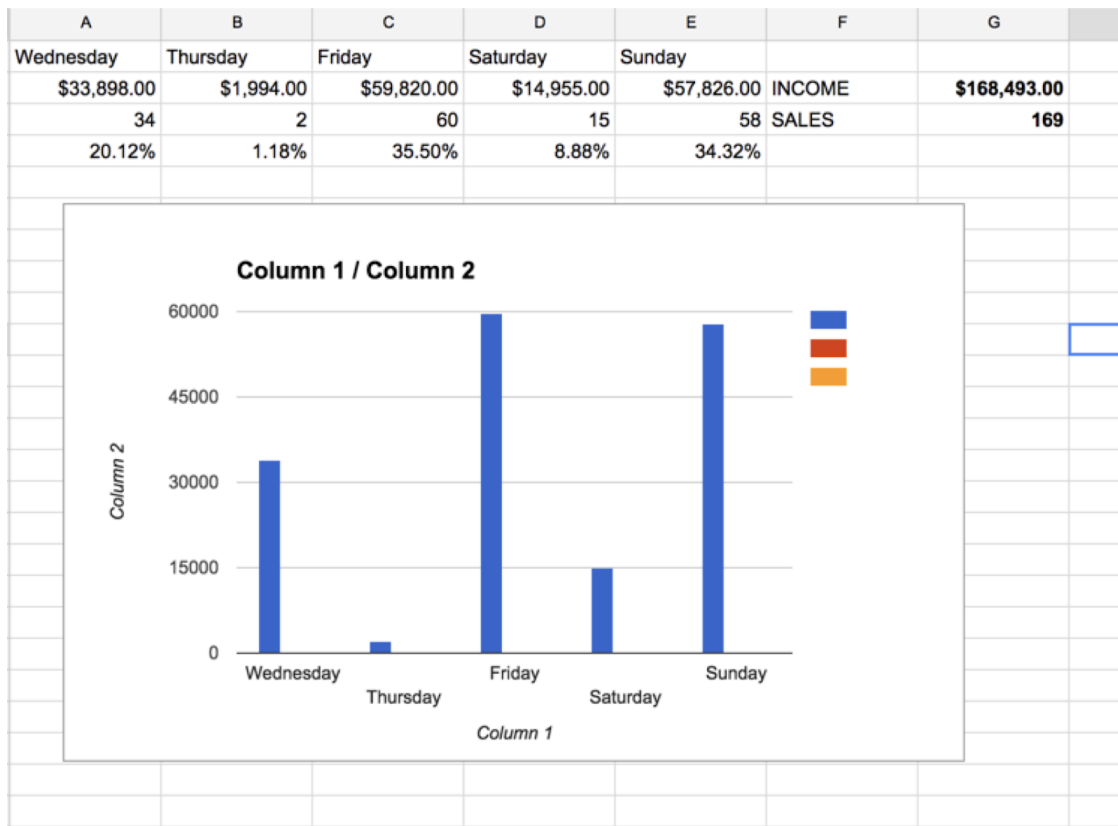
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Notice the blue bar on the left is Wednesday's initial live webinar. Then the second live webinar on Friday is higher as expected. But Mike does a third webinar called "Scarcity Replay" that has a special page with a countdown timer that you get with Mike's program Webinar Control when you put a down payment on the Marketer's Cruise today.

So, using a special "Scarcity Replay" page with some magical things you can get these results. Most people are happy with the income from the initial webinar and following day blip with the replay. But imagine tripling your profits on a webinar just by doing these things.



So, what we did for John Assaraf, he normally does the Brain-A-Thon for one week. What we did was do it for two weeks. Why? Because John will make twice as much money. It is beautiful because you will have some affiliates that can not mail the first week because of a conflict but will mail for the second week. And vice versa. By spanning two weeks, 80% of John's affiliate mailed for both weeks with the contest prize spanning from day 1 to day 14. And John just started the process again the second week and simply made more money by doubling the duration of the event.



Urgency Page:

This is a very specific page purposely crafted with intentional design, layout, and implores proven tactics. As everyone asks for this page, Mike made a short link of <http://tinyurl.com/urgency-page> which forwards you to: <https://content.clickfunnels.com/webinar-control-closing-soon>

Magic Elements:

- Limited Offer that Expires Tonight PST or Hawaii Time (The longer it goes the more sales.)
- Countdown timer
- Headline
- Good Screenshot of Mike

WEBINAR CONTROL

Hurry! This Crazy One Time Special Expires at Sunday at Midnight!

04

13

10


22

DAYS HOURS MINUTES SECONDS

Pay NOTHING Today - Get Access Today! — No Payments - No Interest for 6 months!

51 Hacks to Double Your Webinar Profits - Instantly

Mike Filsaime Reveals How He Generated Over \$2 Million in Sales Over The Last 7 Different Webinar Campaigns...



LAW #3 - The Law of MAXIMUM Stick Rate - Part 2 of 4

- Make a **BIG PROMISE**
- Telegraph your offer but do it right. Get permission and the **earn it.**

04

13

10

22

DAYS HOURS MINUTES SECONDS

Key Points In This Webinar:

➔ 2:20 —Mike Reveals His Big Promise to You

➔ 5:10 —The Humble Truth - Mike Explains His Past Failures

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Know that this is a two hour and a 20 minute video. It is a YouTube video and you can move the scrub bar to any position in the video you want including pausing and starting. Have you ever been on a replay video but all you can do is start and pause? The marketer only gets a small amount of lift in conversion but at the cost of torturing the viewer. People do not like it. Don't use it! Especially on replays. Why? Because someone was on the webinar for the first hour but had to take their kids to school and they just wanted to see the offer. Now you are forcing them to sit through the video for another hour just to get to the offer. Or, maybe someone came in late and they just want to watch a certain part and skip to the offer.

So how do you get around the Q&A that lasts an hour and the 90 minute presentation without scaring people? (It's really an hour presentation, a 20 minute pitch, and an hour of Q&A.) Well, Mike lists a table of contents of his video.

Key Points In This Webinar:



Key Points In This Webinar:

- ➔ 2:20 – Mike Reveals His Big Promise to You
- ➔ 5:10 – The Humble Truth - Mike Explains His Past Failures
- ➔ 5:52 – Mike Explains How He Interviews 26 of the Worlds Experts and what that means to you
- ➔ 6:21 – Mike Explains the Super Document Concept
- ➔ 8:16 – Mike Reveals RESULTS IN AVANCE - See the staggering sales numbers for yourself
- ➔ 12:28 – Mike Reveals his Affiliate Performance for his recent Webinar for Mike Koenigs
- ➔ 13:02 – Mike Explains why he thinks most marketers are FAILING today.
- ➔ 15:07 – Why you need to be doing webinars
- ➔ 17:11 – Why webinars are the best way to market online
- ➔ 19:06 – What customers who attend and buy from webinars have in common
- ➔ 20:02 – How to Double Profits on a Webinar
- ➔ 21:41 – The 5 Laws that will double your profits
- ➔ 22:42 – Law No. 1 - The Law of MAXIMUM Registrations
- ➔ 24:22 – Do Testimonials Help or Hurt Conversions. The Answer may SHOCK you
- ➔ 27:20 – SECRET - Cool Conversion Tip #1
- ➔ 28:05 – SECRET - Cool Conversion Tip #2
- ➔ 31:32 – Law No. 2 - The Law of MAXIMUM Show Rate
- ➔ 32:30 – Mike Explains the "Short-Cycle Promotion"
- ➔ 36:53 – BONUS Tip to increase your show rate
- ➔ 37:08 – Mike Reveals His Own High Converting Landing Page
- ➔ 38:38 – Law No. 3 - The Law of MAXIMUM Stick Rate
- ➔ 40:30 – Bonus Tip to Maximize Your Stick Rate is Revealed
- ➔ 42:52 – Law No. 4 - The Law of High Converting Offers
- ➔ 48:21 – Super Ninja Tip for Conversions is Revealed
- ➔ 52:15 – What others say about using this framework for their webinars

The Offer Explained:

04

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So, go through your webinar and take a bullet point and time stamp it. By doing this you employ “curiosity” in your prospect by listing points and where they appear in the presentation. The goal is to make people internally say “I want to watch that, and that, and that, and . . . I might as well watch the whole thing.” It’s like any good book where you preview the table of contents and decide to read the book.

The Offer Explained:



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Mike suggests breaking down the entire offer for them and show at what point in the video you reveal price, bonuses, payment plan, 6-month free no-interest payment, etc . . . Every bullet point is there including when you give the final price. It gives them everything.

The Offer Explained:

04 13 08 04
DAYS HOURS MINUTES SECONDS

Pay NOTHING Today - Get Access Today! — No Payments - No Interest for 6 months!

- ➔ 52:48 — What Others Are Saying
- ➔ 55:45 — Exactly what you'll get with Webinar Control
- ➔ 58:45 — Bonus #1: The New Webinar Control for Product Launches - \$297 Value Yours Free Today
- ➔ 59:56 — Bonus #2: Webinar Metrics Explained - \$197 Value Yours Free Today
- ➔ 1:00:41 — Bonus #3: Webinar Funnel Profit Forecaster - \$197 Value Yours Free Today
- ➔ 1:02:41 — Bonus #4: Email Copy Clinic - \$297 Value Yours Free Today
- ➔ 1:03:56 — Bonus #5: Email Swipes - \$297 Value Yours Free Today
- ➔ 1:05:22 — Bonus #6: Click Funnels Bonus Page - \$297 Value Yours Free Today
- ➔ 1:07:03 — Bonus #7: Webinar Genesis - \$497 Value Yours Free Today
- ➔ 1:08:03 — Bonus #8: Webinar University (The Super Doc Project) - Priceless Value Yours Free Today
- ➔ 1:09:30 — Bonus #9: Free 60-Day Access to WebinarJam and EverWebinar - \$497 Value Yours Free Today
- ➔ 1:09:36 — Total Value of Recap
- ➔ 1:09:43 — Do The Math Slides - How Webinar Control Pays for itself
- ➔ 1:11:16 — Members estimating their income with Webinar Control
- ➔ 1:12:48 — Save \$1000 with Webinar Control Today... Here's How
- ➔ 1:13:09 — FINAL PRICE REVEALED FOR TODAY WITH ALL BONUSES
- ➔ 1:13:50 — PayPal Bill Me Later / PayPal Credit - Get Access Today with No Payments and No Interest for 6 Months
- ➔ 1:14:58 — 3 EZ Payment Plan Revealed
- ➔ 1:15:23 — Mike explains the 30 Day Money Back Guarantee
- ➔ 1:16:00 — PART 2 OF TRAINING BEGINS
- ➔ 1:16:12 — Law No. 5 - The Law of Echo
- ➔ 1:16:32 — Why most replay strategies for webinars do not work
- ➔ 1:16:46 — Live Stats vs Replay Stats
- ➔ 1:19:08 — Mike explains the scarcity replay page and how it ads 33% more income to any webinar
- ➔ 1:21:36 — Recap of Training

Scarcity replay with countdown . . .

Quick Video Recap of What You Get

Mike simply takes his webinar and where he starts the 20 minute pitch beginning with “So here is what I got for you today.” creates a second video segment from the whole webinar and places it about mid-page right above



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the order section. Because there are some people that just want to know what they are getting. And sometimes just watching that 20 minute portion of the presentation will close anybody because there is a lot of value there.

- ➔ 1:24:50 – Question: -I want to fill a live virtual workshop, with 10 people and want to do it with webinars, can you talk about using this for smaller audiences or larger audiences.
- ➔ 1:25:16 – Question: What's the flexibility for this, what kind of businesses is this good for?
- ➔ 1:27:46 – Question: What are the best days and times to run a webinar?
- ➔ 1:29:34 – How can we download the slides?
- ➔ 1:36:00 – -----End Q&A -----
- ➔ 1:36:01 – Final Close and Recap and Goodbye
- ➔ 1:48:50 – Webinar Ends!!
- ➔ 1:49:00 – Case Studies

Here is a Quick Video Recap of What You Get



This Webinar Control Special Offer Expires In...

04	13	07	26
DAYS	HOURS	MINUTES	SECONDS

Pay NOTHING Today - Get Access Today! — No Payments - No Interest for 6 months!

So the people that just want the content can watch the full 90 minute presentation and hour of Q&A. And those that just want to get to the facts can watch the 20 minute pitch portion you've made it convenient to consume.

Offer Recap & Testimonials:



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Again, Mike places another countdown timer and follows it with what you will get along with testimonials.

04

13


07

04

DAYS HOURS MINUTES SECONDS

Pay NOTHING Today - Get Access Today! — No Payments - No Interest for 6 months!


You'll Gain Access To:




- ✓ **Instant Access In-Depth Training on Webinar Control (\$1997)** - Proven webinar hacks to double sales on any webinar, step-by-step webinar slides structure training, How to structure your close for maximum closes, Webinar control event promotion framework
- ✓ **BONUS: Webinar Control for Product Launches (\$297)** - The new webinar control launch for 2x profits, how to run the safest product launch for success
- ✓ **Webinar Metrics Explained (\$197)**
- ✓ **Webinar Funnel Profit Forecaster (\$197)**
- ✓ **Email Copy Clinic (\$297)** - 2 detailed videos that walk you through the thought process of every line of high converting emails
- ✓ **Email Swipes (\$297)** - Over 80 of the best promoting emails to reference and use anytime you send an email
- ✓ **My Click Funnels Replay Page and JV Page (\$297)**
- ✓ **Webinar Genesis (\$497)**
- ✓ **Webinar University Archives (Priceless)**
- ✓ **60 Days Free Access to WebinarJam and EverWebinar with Training from Mike Filsaime (\$497)**

And that's just scratching the surface of Webinar Control...

What Our Customers Are Saying




"Mike Filsaime and Andy Jenkins are the #1 Affiliates of All time for Click Funnels. All with the help of the last webcast we did promoting our service. Just 1 Webinar Promotion did \$250,000 in sales. I have never seen ANYTHING like it! I am now applying the Webinar Control Framework to all my webinars with my future JV Partners. This is truly an unfair advantage to anyone that has this insider information..."



- Russell Brunson
NY Times Best Selling Author, CEO
ClickFunnels.com

"We thought we had webinars figured out. Then Filsaime introduced me to the Webinar Control framework. I followed his advice and that's what we did. Oddly enough, after using that framework, it increased our overall sales by 33%. Now we've implemented the framework with all of our affiliates and now they're pretty happy about it. Listen to Mike when he talks about the Webinar Control framework - you're going to love it!"



- Allyn Cuts
Co-founder & President
FTC Guardian

"Mike Filsaime and Andy Jenkins consulted me for 3 hours on the Webinar Control Framework... We then applied it to my Webinar for Webcast Profits Toolkit and the results were the

Order Form:

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Typical Ryan Deiss, DigitalMarketer styled Order Form.

Again you can find the entire example here at: <http://tinyurl.com/urgency-page>

With ClickFunnels you can import that very page into your account and/or it is included in Mike's product called Webinar Control that you can get for free when you put money down for the Marketer's Cruise today.

Webinar Control Program

1-Pay: \$997 3-Pay: \$397

Contact Information

First Name Last Name

Email Address

Phone Number

Billing Address

Address 1

Address 2

City

Zip State

United States

Payment Options

Credit Card

Paypal

Credit Card Information

Name On Card

Credit Card Number

CVC Code 01 2017

You've selected 1 Payment of \$997

Shipping Address Same As Billing Address

Buy Now

- Mike Koenigs
NY Times Best Selling Author, CEO
Mixiv.com

"We had a product that was great but our presentation had gone stale. I reached out to my good friend Mike Filsaime and spent just a few hours going over his 'Webinar Control Frame Work.' Everything worked on the presentation, the offer, but most importantly the Event Promotion framework. The result was 5x increase in sales compared to our previous webinar event. I was truly stunned by the results. If you have a chance to get access to this training, its like getting a golden ticket for the cues of your next webinar campaign."

- Rich Schefren
Owner
Strategic Profit Systems

30 Day Guarantee
No questions asked 30 day refund guaranteed. If you are unhappy for any reason, get your money back. Rock solid guarantee.

Secure Payment
All orders are made through a very secure network. Your credit card information is never stored in any way. We respect your privacy.

Pay NOTHING Today - Get Access Today!
No Payments - No Interest for 6 months!



How To Use Bill Me Later



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PayPal Credit:

Mike uses PayPal Credit. If you are using PayPal to take orders in your business be aware of PayPal Credit. PayPal Credit is made available to every customer every time they are buying regardless. It's always there. However, it does NOT work if it is a payment plan, under \$100 dollars, people outside the United States, or people that do not qualify.



How PayPal Credit Works:

However here is how PayPal Credit works. Have you ever gone to check out and it says use paypal balance or use paypal credit? All you have to do is tell your customer to click that button. The very next page after they log in, they put their social security number in and they will be automatically approved or declined for any amount PayPal wants. It will then say congratulations you've been approved for something like \$5000 or says you do not qualify. The point is, most people will be approved for your \$997 or \$497 dollar product.

Why does a customer want to use PayPal Credit? Well it's because it's no payments and no interest for six months, as long as they pay the entire balance on, or before, the due date). This allows the customer the option to pay over time. Meanwhile, they can get access to your product for technically free that same day and are able to login to their member's area immediately. And being that PayPal Credit spans six-months, your refund rates go way down. If they refund it goes back to their PayPal Credit so it's not like they get cash back to pay their mortgage. As they didn't have to take the money out of pocket now. They are not concerned about not making the mortgage, car payment, etc . . . or thinking this wasn't a good purchase decision this week. Plus your "pay in fulls" go up. You have to pay in full with PayPal Credit as payment plans are not available due to PayPal's rules.

Thus Mike usually frames the payment options by saying:



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"You know it's PayPal's rules not our, that you have to qualify and be a US resident. But for everybody else I'll do 3 payments at \$397."

Normally 2/3rd of people take the payment plan and pay in full when you educate people about PayPal Credit.

Create a PayPal Credit Video:

So Mike puts a [little video](#) educating the purchaser and saying he's sending them to PayPal Credit or "Bill Me Later" but it is really just PayPal.

How To Use Bill Me Later

Offering PayPal Credit really helps your cash flow and your advertising for Facebook.

What is Working On Facebook:

- **What works for Endorsed JV Traffic does not work with Cold Traffic**

If you've got that webinar that is crushing it with JV Partners, emailing, and closing at 22%. This won't be the same results as with cold traffic. The wider you go with cold traffic the less people know you.

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They are not being endorsed by someone like you JV Partner who has been emailing people three times telling them how important it is to get there. And they show up at the webinar and give the introduction. It helps a lot. However, when you get to Facebook it doesn't work as well.

- **Starting Automated Webinar at the Top of Every Hour (NOT in 30 or 15 minutes)**

If you are not using automated webinars you need to. Because it is the most profitable way to advertise on Facebook to automate your marketing and see the highest dollar amounts on the other end of your shopping cart. What's happening on Facebook is that people are registering on their mobile device. And the way automated platforms work is that they say the webinar is starting in 15 minutes. So these people are not prepared to spend an hour and a half with you. So here is what you want to do with your Facebook webinars. **You want to be off the air in 59 minutes!** That means you have to give a presentation, soup to nuts, all the bonuses, final price drop, and any Q&A, and be done in 1 hour. If you do that you will be much more successful on Facebook. If you start bringing your presentation at the hour and 10 minute mark it's going to be very difficult to make your Facebook Advertising work.

Starting the automated webinar every hour for Facebook Ads is Mike's recommendation. A lot of people have been testing this and getting the same results. This allows more time for the mobile user to get to their desktop or laptop by the top of the hour. Some people are doing upsells on their thank you pages and when you have a webinar starting in three minutes is counterproductive when your seven minute video is trying to sell them on the upsell.

- **Push to viewer to Desktop**

We discussed this earlier.

- **Less Copy on Landing Pages**

We discussed this earlier.

- **Video and Lots of Copy on Thank You**

We discussed this earlier.

- **Shorter Webinars - 45-60 Minutes Complete, in-and-out!**

We discussed this above.

What is Working On Facebook: (Continued . . .)



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- **Focus on Proof of Concepts - Anyone Can Do It! You Can Do It!**

This is very different than the traditional types of webinars that you do with a JV Partner. A JV Partner is usually an hour worth of content. For the Facebook Advertising it is more about focusing on the average person who went through our course.

- **Heavy on Average People Case Studies**

This is what they can do. Proof of concept. And focus on success stories. Jason Fladlien is very good with this and his Amazing Selling Machines webinar. Did you notice that 70% of his webinar is . . . “Let’s take a look at Liz. She started this just two months ago and here are her results. Of course these results may not be typical.” Then get to the offer.

- **Light on Training Especially Jargon**

What is a Shopify Store. What is a webinar. What is digital marketing. It’s counterintuitive and originally went against everything that Mike agree with about training and giving lots of content. But instead focusing on average people and their results is what will work.

- **Most Presentations Will Scare Away A Broad Market**

Mike’s Webinar Control presentation is high level. But at the end of the day if Mike wants to start going wide and teach people about webinars he has to break it down to “Do you have a passion project? Do you realize there are people just like you that are simply getting up and automating a presentation?” So, you just can’t get into Thank You Pages, Conversions, Indoctrination, Show up Rates etc They just aren’t ready to learn that. Mike had to learn that the hard way.

Facebook Ads

- **Long Copy (read More...)**

Using long copy in Facebook Ads is working well.

- **It is O.K. to Have Them Click “Read More” 3-5 times**

If they have to click “read More, read More, read More” three or more times you are going to find that will work very well.

- **Repurpose Your Webinar Training Into 7 Minute Videos**

Segment your presentation into 7 minute short topics of content.



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- **Have a Front Bumper and Rear Bumper CTA**

Take the segmented topics of your Webinar and create a front bumper and rear bumper. A front bumper is a little welcome video that will work on Facebook. “Hi I’m Mike Filsaime and today I’m going to teach you how to get people to show up on your Webinars.” “Hi I’m Mike Filsaime and today I’m going to teach you how to make more money with the replays of your webinars.” Then take the webinar and break it into 7 minute chunks and put the welcome front bumper and close with a rear bumper. Your rear bumper could be: “This is just part of a presentation that I teach on webinars. There are actually five more things that I teach. Click the link below.”

- **Video will be 10 Minutes with Front and Rear Bumper**

To keep your content from becoming stale on Facebook. Just repurpose the content from your webinar. If you have good training in your webinar just use as content in your Facebook Ads saying this is just one part of the presentation you can learn more. That worked very well for Mike.

Chat Bots

- **Use Chatbots**

This is one of the biggest things going on right now on Facebook. Lot of people just don’t know how deep you can go with this technology on Facebook as it hasn’t been thoroughly tested. Mike will give a [great resource](#).



- **Give away a free report, or Mind Map, or Special Confidential Video**

The leads can be passed to your CRM.

- **Ask user to tag anyone in comments that they think maybe interested in the Free Gift**
- **Have them Comment “Send me the Mind Map etc”**
- **ManyChat will pop up FB Messenger instantly (goes to primary inbox)**
- **Molly Pittman Manychat**

Mike feels Molly used to work for DigitalMarketer and is the best at Facebook Chatbots. If you haven’t had luck with Facebook in the past you need to revisit it with ManyChat.





All

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Tools

About 7,200 results (0.48 seconds)

Facebook Messenger Marketing 101 - Molly Pittman Expert Session ...



<https://www.youtube.com/watch?v=3qplTmlM4ZU>

Apr 27, 2017 - Uploaded by Stukent, Inc.

Molly Pittman shows us the amazing world of Facebook Messenger marketing. She'll show you: How to grow ...

Benefits of ChatBots

- **Higher Facebook engagement**

Why use ChatBots in Facebook? The way that Facebook Ads work is that when someone scrolls down past your Facebook Ad in their news feed Facebook's algorithm is saying that your ad is not relevant. Facebook is telling you that this is the target audience you need to reach. And they put your ad in front of this audience but they are scrolling by. This is called "engagement" and you start paying more for our ads.

Using ChatBots you get higher engagement because they are involved in the Ad but they also type in the comments. One of the things Facebook looks for engagement is when people are talking in the comments. All this is working via ManyChat and it's Facebook integration for Messenger. Facebook wants advertisers using this platform and going into Messenger because they created APIs.

- **Lowers Ad Cost by 40%**

When you have better engagement it lowers you ad cost upto 40%.

- **Lower Lead Costs**

Having a lower Ad cost lowers your lead cost. Your opt-in rates now go up to 35% higher.

- **Optin Rates Go Up (35% Higher)**

Why? Because you are talking about the difference in the initial commitment. On a regular ad they click a link and they go to a landing page. Clicking a link is one of the least viable forms of



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commitment you can get from somebody. Getting someone to go to their keyboard and type “I’m in” is more of a macro commitment. Then they are more interested in reading what is in the messenger. They feel like they are talking to you. So when you say go here to get your report they see your webinar registration page and now know more about it.

- **Up to 2x Overall Conversion**

Because of the use of micro-commitments and better pre-sales copy

You can use a lot of copy in the messenger. So instead of going from the video right to the webinar registration page. You can have some really good copy that can sell them on what they can learn when they want to get this free report and go to the webinar registration page.

Retargeting

- **Outcomes and Expectations Video**

After somebody sees our webinar. We do an “Outcomes and Expectations” video.

- **Make a video showing a walkthrough of members area**

It is just a video of Mike walking through the Member’s Area. Mike generally does not like to do this on the webinar.

- **Focus on “What’s in this Module” and “What it Will do for You”**

If they didn’t buy, this is where Mike walks them through saying “Here is what you are going to learn from this module.” Back it up with a case study and/or testimonial.

When retargeting you can’t just keep sending them back to the original webinar. So again, create an “Outcomes and Expectations” walk-through video to send them to when retargeting. Show them what they can expect from the course and what they can get out of it.

- **Overcome Objections with your Bonuses**
- **Place video on an order page**
- **Close in video and use case studies and testimonials**

In Conclusion - Questions

Webinars allow you to easily fail quickly! Within a week you can see what works or not.



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Get out there and make a product \$297 or \$497.

ManyChat was used by John as an “After the Fact” to send broadcast messages.
But remember the messages need to be transactional for the scope of that event.

Mike markets to English speaking countries - North America, Australia, Europe.

Again, two days after the initial webinar do a second live encore as there is no value in a replay.
Then using the “Scarcity Encore” model <http://tinyurl.com/urgency-page> use the replay. Mike’s emails on a Saturday or Sunday do not mention the replay. He focuses on the special offer that Tom made that he made yesterday is expiring at midnight. Then Mike sends them to the “Scarcity Page” . They had all week to learn about the content so Mike is reminding them that the offer is expiring.

WebinarJam is for live webinar.

Everwebinar is simulated webinar automated. (Omar’s ACE program uses Everwebinar)

Both have deep integration with Kartra.

Mike Filsaime’s Commission Expo 2018 Interview: [Watch Here](#)