

5 WAYS TO DOUBLE YOUR SALES WITH WEBINARS

REGISTRATION BONUS

THE EASIEST WAY TO BOOST YOUR WEBINAR REGISTRATIONS

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Because you registered for 5 Ways to Double Your Sales with Webinars, I'm guessing you'd love to have an online business (or you'd love to grow a business you already have)...

Here's the thing – at the end of the day, **a launch or any other marketing is about conversions.**

And right now, I want to talk about your webinar registration conversions. In order to see strong conversions on your webinar, you have to start with **a strong registration page.**

There are a bunch of common mistakes people make with them. The one I want to share with you is probably the biggest mistake... But it's also one of the easiest to fix.

And that is making the registration page too complex.

I've seen registration pages crammed with all kinds of things:

- An “about the presenters” section
- Dozens of Testimonials
- Even a full-on sales page that tells you everything you're going to learn on the webinar

On the surface, it might seem like more information gives them even more reason to show up... However, testing and experience show that **simpler is better.**

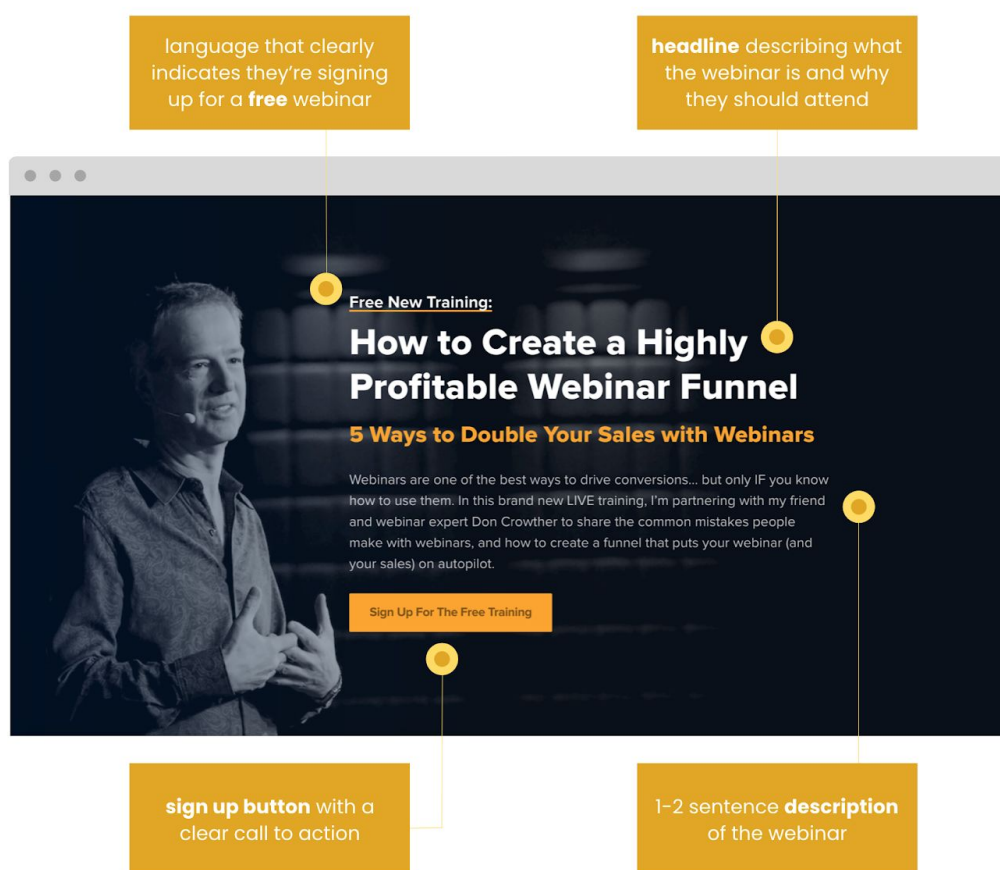
So let's look at how to do that...

There are only four things you really need for a simple, high-converting registration page:

- a **headline** describing what the webinar is and why they should attend
- a 1-2 sentence **description** of the webinar
- a **sign-up button** with a clear call to action
- language that clearly indicates that it's **free**

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Here's an example:



Your registration page should also be a **stand-alone page**... Meaning, there should be no links to anything on the page (other than privacy policy and terms of service). The only thing you want them to do when they land on this page is to register or to leave.

Here are a few more things that could help with conversions:

- 3-5 bullet points ("what you'll discover in this webinar...")
- date and time of the webinar
- privacy notice (4-5 words) under the sign-up button

Remember, the only way to know for sure is to test.

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So that's just one small thing you can do to increase conversions for your webinar. Here's what to do next...

Don't forget to join us for **5 Ways to Double Your Sales with Webinars**

Where we will be talking about:

- Where the five most common leaks are in a webinar funnel – **plug these and you'll see your conversions jump**
- How to **convert cold traffic** for your webinar (it can be done if you do this first)
- What to give attendees ahead of time to **get them excited for your webinar**
- How to **reach the people who don't show up** (including those who didn't register)

Mark your calendar now. I'll send you a reminder before we go live, too.

This is going to be awesome.

Jeff and Don