

21 Ways to Monetize Your Webinar



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It's a well-known fact that some methods work better for certain people than others. Here are twenty-one ideas for monetizing your webinar to make sure you don't miss any methods!

1. Charge for the Recording

If you know your webinar content is going to be helpful, dynamic and powerful, then you shouldn't be hesitant to charge a fee for the recording – even if your webinar was free.

If you want to avoid antagonizing people when you monetize the recording, make a big thing of allowing access to the recording for free for twenty-four hours after the webinar. But clearly let them know that after that grace period they will have to purchase online access or purchase the .MP3.

The psychology behind the Free Grace Period method? Most people are so busy they will not to access the recording during the twenty-four hour grace period. But they will not feel forced to buy the recording, as they might if you charged for it straight away, because they know it was *their choice* not to listen within the twenty-four free hours.

If they really want the recording, they will pay quite happily – particularly if you sweeten the deal with a bonus such as a transcript, worksheet, tip sheet or highly relevant short report.

Just remember: If your content is dynamic, unique and helpful enough, you won't have to use free strategies at all: People will scramble to click the “buy” button – but your webinar had better be on something valuable no one else has touched.

2. Make Your “Bonus” Short Report Extra-Appealing

If you add a bonus Short Report to your webinar that is “free” with the paid recording, increase its value by making sure it covers **one highly-active area** aligned with the webinar's general topic that you deliberately didn't touch on during the webinar.

If people want the “extra” information badly, they will happily pay for the recording.

3. Offer a Discount for Webinar Attendees

If you are promoting a product during the webinar (especially a high end product) don't just sell it at full price. Make sure there is an attractive discount on the product – and make sure this discount is exclusive to webinar attendees.

This strategy can work well whether or not the product is yours or belongs to someone you are affiliated with or JV partnering with.

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4. Time-Limit Your Paid Webinar Offers, Discounts and Bonuses

Don't just create a discount code – set a limit on how long your “special price” will stay in effect.

People become more anxious to buy when they know a great deal is only available for a short time. They will automatically value the offer more.

5. Time Your “Special Offer” Period Carefully

It's not enough to create a time-limited discount or special offer: Tailor the duration of the offer to your audience's budget.

As a general guideline: If you commonly sell to people with stressed budgets, be generous. Let your offer extend over a Friday, to give those dependent on weekly paychecks a chance to free up the cash.

If you commonly sell high-ticket items to a wealthier audience, shorten the deal to twenty-four hours.

And don't set your webinar just before the end of the month – many people on pensions or limited incomes find this their lowest solvency period, with the least amount of cash free for “impulse” or extra purchases.

6. Throw in a High-Value Unannounced Bonus

Do you have another high-end product? Throw that in as an unannounced bonus, if you are promoted a product during the recording.

It should be something **of equal value to the paid product** – and you have the additional option of limiting it to the “first XX callers”, thus adding a pinch of exclusivity to the deal, to get the ball rolling.

This is particularly effective if you are being generous and giving people a longer period to raise funds or think about it before your discounted offer ends. The exclusive, high-value, number-of-sales limited unannounced bonus means people will be anxious to buy, so they can be one of the “first XX callers”.

It's also a great way to sweeten the deal if your webinar is promoting a high-ticket item.

7. Get Other People to Give the Discount or Bonus

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If you are closer to starting out yourself, you may not have a high-ticket item to throw in as a bonus. This is also true if you are JV-partnering with a product creator as his or her affiliate.

You do the promotion – and let the product creator throw in both the discount and the bonus.

8. Ask Successful Niche Peers to Donate Bonus Items

If you have close networking connections among successful people in your niche, you can also ask them to donate a bonus. Many will agree because with barely any work at all, they can capture opt-ins and build their list when your attendees claim the bonus.

What you *do* need to show the potential donor is how your webinar will benefit their own subscribers and increase their list. Do that, and your donor may end up promoting your webinar too!

9. Stay on the Line!

If there are lots of questions, stay on the line to answer every last one. Sure, you'll have people leaving every few seconds – but what does that matter, as long as there others eagerly remaining, anxious to have their questions addressed?

Studies have proven that the longer you stay on the line openly answering questions after a webinar, the more people will buy during that period. Ever wondered why public television stations hang on and hang on, still asking for money, in those interminable fund-raising breaks during popular shows? Public TV stations are most likely the first ones who discovered that if you keep talking – especially with famous celebrities – donations keep coming in.

Your guest may not be Oprah Winfrey or Dame Maggie Smith, but they will still be a respected figure in your niche/

10. Bundle your Webinars

Offer the first one for free: Then offer the rest in your series as a Package.

You can play around with this too and see what works best: Adding the option to pay a higher price per single webinar... and offering a deeply discounted deal if people buy the whole package up front (which would include the first free webinar).

11. Post your Webinar on your Website and Make it Pay-Per-View

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This is just an extra way to monetize your webinar, after the fact. It doesn't matter whether or not your initial webinar was paid or free. Archive it on your site and promote or simply offer a paid option to view.

Incidentally, this takes care of another problem. Yes, it's important to stick to what you promise and take down a replay after so many hours, if that's what you've said you'll do... but nothing is more irritating than getting an email about a webinar late or coming across it via a search – then seeing a “slap” type message chastising you for “missing the replay”. **Don't copy this approach**. You'll lose customers -- permanently: Not because you took down the webinar, but because of the “slap” indicating they were stupid to miss it.

Instead, simply say:

“We're sorry you missed the webinar, but you can access the recording [here](#) for \$XX.XX.

Thanks for your interest in [your topic or webinar title] and we look forward to seeing you at our next webinar. (Be sure to leave us your email address, below, if you'd like to attend future webinars.)”

12. Monetize Your Webinar at the Back End

Giving a free webinar becomes profitable when you use it to monetize your webinar at the back end.

This means:

- Selling a product, course or membership at the end of the webinar
- Selling the recording and/or transcripts
- Sending people to alternate offers, if they can't afford your big-ticket item

In fact, any way to add extra monetization you can think of!

13. Re-Purpose Your Webinar

Get extra mileage out of your webinar by (a) hiring a transcriptionist and (b) selling the transcription; or adding it to a “package” including the webinar that you charge more for.

You can also repurpose it into:

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- An eBook
- A Short Report
- An .MP3
- A paid email series

These are all ways you can get paid twice for the same raw material.

14. Offer Webinars as Part of Your Membership Sites

Increase the value – and the ticket price – of your Membership sites by offering Webinar training as a bonus or as an integral part of your resources. (It will also make your membership site stand out from the crowd.)

Delight your members by throwing in extra webinars, if something changes within your industry or within the niche culture or technology. The value of this up-to-the-minute help will help you retain members as recurring customers for a much longer period.

15. Focus on Attracting Repeat Customers

Speaking of which, gaining recurring, loyal customers who are only too eager to buy from you again and again is where the real money comes in.

Your webinars help them connect with you as a real person; not just a bunch of words they read. Even if you're shy, and prefer to let them hear only your voice while you show slides instead of speaking directly to a web cam, they will experience a much deeper, warmer connection with you. They'll gain a real idea of your personality and feel as if they know you.

If your webinars consistently carry quality content and directly address needs, they can increase your credibility, memorability – and create repeat customers who love your offerings.

16. Use Webinars to Sell Your High-End Programs

While you'll still have to put up a sales page, countless top marketers will readily tell you that webinars are one of the best tools to use if you have a high-end product, coaching package or membership to sell.

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But make no mistake: You're not selling your product... you're selling *you*.

Your "live" webinar will come across much the same as a one-on-one session (without the pressure) – a "try before you buy" glimpse of what your potential purchaser can expect. And if you have any type of coaching business, you can really showcase your coaching technique in the way you deal with audience questions.

A webinar will sell your high-end product far more firmly than the longest sales page in the world.

17. Create a Contest for Your Affiliates

Running a contest for the affiliate who gets the most sign-ups, for example, can really motivate people to promote your webinar with extra enthusiasm and persistence.

Create resources specifically for the webinar that they can use. Include materials, content, graphics and extremely clear instructions so they can promote your webinars dynamically.

The more enthusiastic your affiliate, the more people will sign up.

18. Review Your Results

Testing and post-webinar-analysis are crucial components in getting the most profit out of your webinars.

You can test even while promoting your webinar. If your first email or post doesn't bring in the sales you want, add another incentive or component to the next email or post: And it doesn't have to be an actual product or bonus. It can be a personal story you add, sharing something important but private, or showing them an advantage to investing in your webinar neither you nor your audience had previously thought of.

19. Finish Your Posts With A Question

The question should be slanted towards their concerns, inviting them to share these with you.

One enterprising entrepreneur finished his promotional post off with: "If you can't attend the webinar, ask your question about [topic] here and I'll do my best to answer for you."

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He received a flood of questions, which he promptly answered right in the comments section of his blog. He admitted he had been hoping for ideas for webinar points to discuss – which he got in spades – but added: “The funny thing was, almost everyone who had a question answered actually ended up signing up for the webinar.”

20. Offer Access to an Exclusive, Closed Facebook Group

Use this as an incentive for investing in your webinar. (“All participants will gain access to a private Facebook Group on...”)

Facebook closed Groups have suddenly exploded as the latest “hot” trend – mostly because of all types of Facebook feeds, Groups are the only ones guaranteeing that every member will see every post (plus they are easily accessed).

21. Include calls-to-action

This may seem obvious, but it pays – especially if you are new to hosting webinars – to have a little index card reminding you when to insert your calls-to-action and what to say.

After all, if you don’t ask, they won’t buy!

The most important monetization steps, however: Making sure your webinar is perfectly tailored to your target audience, promoting it and spreading the word – and following up to build an excited, active community around you and your services or products.