



21 Ways to Monetize Your Webinar

Tip #1

- Charge for the recording
 - Allow free access for 24-hours after live webinar
 - Then charge a fee for your high quality content
- Why does this work?
 - Many people are too busy & won't access the free recording
 - It's their choice

Tip #2

- Make your bonus extra appealing
 - Offer a bonus with the paid recording
 - The bonus should be aligned & relevant to the webinar's topic



Tip #3

- Offer a discount for webinar attendees
 - Especially useful if you're selling a high end product at the end of the webinar
 - Offer a nice product discount to attendees instead of full price
 - Can work with affiliate or JV products

Tip #4

- Set a time limit for paid webinar bonuses & discounts
- People will buy more quickly if they know a deal will expire soon



Tip #5

- Time your 'special offer' period carefully
 - Tailor the duration to your audience's budget
 - If you sell to people on tight budgets, allow them to have an extra day or two to free up some cash
 - If you sell to wealthier people, limit to 24 hours

Tip #6

- Throw in a high-value unannounced bonus
 - Should be of equal value to the paid product
 - You can give it to the 'first XX callers'



Tip #7

- Get other people to give a bonus or discount
- You do the promotion while the product creator offers the bonus & discount



Tip #8

- Ask successful niche peers to donate a bonus
 - Show donors how your webinar will benefit their lists
 - Donors will benefit with growing their lists as people claim their bonus gift

Tip #9

- Stay on the line
 - Answer every last question
 - The longer you stay on the line, the more people will buy during this period



Tip #10

- Bundle your webinars
 - Offer the first one for free
 - Then bundle the rest of the series into a package
 - Experiment with pricing (individual vs. package)

Tip #11

- Make your webinar Pay Per View
 - Post it to your website after the webinar date
 - Charge people to view
 - Take down the webinar after the chosen amount of time
 - But don't chastise people for missing the replay

Tip #12

- Monetize the back end of your webinar
 - Sell a product, course or membership at end
 - Sell the recordings and/or transcripts
 - Send people to alternate offers if they can't afford your high-end item

Tip #13

- Re-purpose your webinar
 - Create transcripts to sell
 - Add transcripts to a package
 - Turn content into an eBook or short report
 - Create an audio mp3
 - Create a paid email series

Tip #14

- Offer webinars as part of your membership site
 - Will make your membership stand out
 - Will increase the value
 - Helps your retention rate with up to date niche info

Tip #15

- Focus on attracting repeat customers
 - Webinars help you connect with your audience
 - Increases your credibility



Tip #16

- Sell high-end programs
 - Product, coaching package or membership site
 - You're selling YOU, not your product
 - The webinar serves as a sampling of what the customers will receive if they purchase

Tip #17

- Create a contest for your affiliates
 - Encourages affiliates to promote your webinar
 - Create content, graphics & other resources for affiliates to use
 - Be very clear with the rules & deadlines

Tip #18

- Review your results
 - Are your emails or blog posts bringing results?
 - If not, offer another bonus or incentive to the next one



Tip #19

- Finish your posts with questions
 - Ask a question about their concerns
 - Invite them to leave comments
 - Answer their questions in the comment section
 - Most of these people will also sign up for the webinar

Tip #20

- Offer access to a private Facebook group
 - Every member will see every post
 - Use as incentive for signups or purchase
 - Easier way to offer conversation about your topic

Tip #21

- Include calls to action
 - Add calls to action throughout your webinar
 - If you don't ask, they won't buy!



Most Importantly...

- Make sure your webinar is tailored to your audience

