

THE | CONTENT DIRECTION AGENCY



How to Use Other People's Audiences
To Grow Your Own

with Joint Venture Webinars

What's your BHAG?

(big, hairy, audacious goal)

The Key to JV is Consistency



- Use the same basic training and slide deck, customized slightly for each audience
- Use the same emails as templates each time
- Use the same LeadPages to collect emails
- Make the same offer each time (so I got better fast!)

Systems make it work.

What systems do you **ALREADY** have?

5 Steps to a Successful JV Webinar



- Choose your partners wisely and pitch them like a person
- Set up the infrastructure (your squeeze page, email automation sequences, and webinar platform)
- Create the content and collateral — including 3 specific emails your partner should send, 5 you should send before the webinar, and 3 to send after the webinar.
- Deliver an incredible experience from start to finish, including especially your training.
- Follow up!

4 Steps to Brainstorming and Evaluating a JV Partner List



- Think Sideways and Brainstorm a List
- Compare page ranks
- Check out their social reach
- Ask smart questions

1. Think Sideways and Brainstorm a List

List at least 10 potential partners

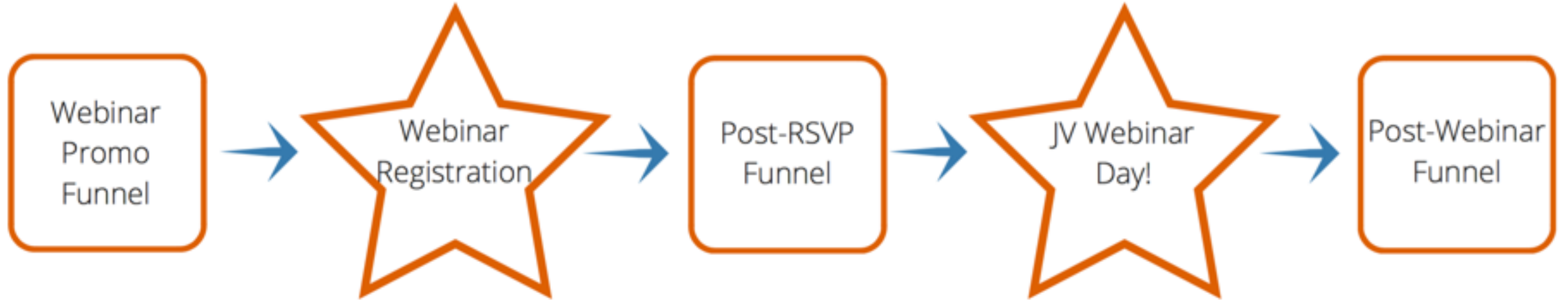
	<u>Name</u>	<u>Page Rank</u>	<u>Social</u>
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

Tools you need to run a webinar

- Email provider: _____
- Landing page: _____
- Webinar tool: _____
- Affiliate tracker: _____



JV WEBINAR FUNNEL FLOWCHART

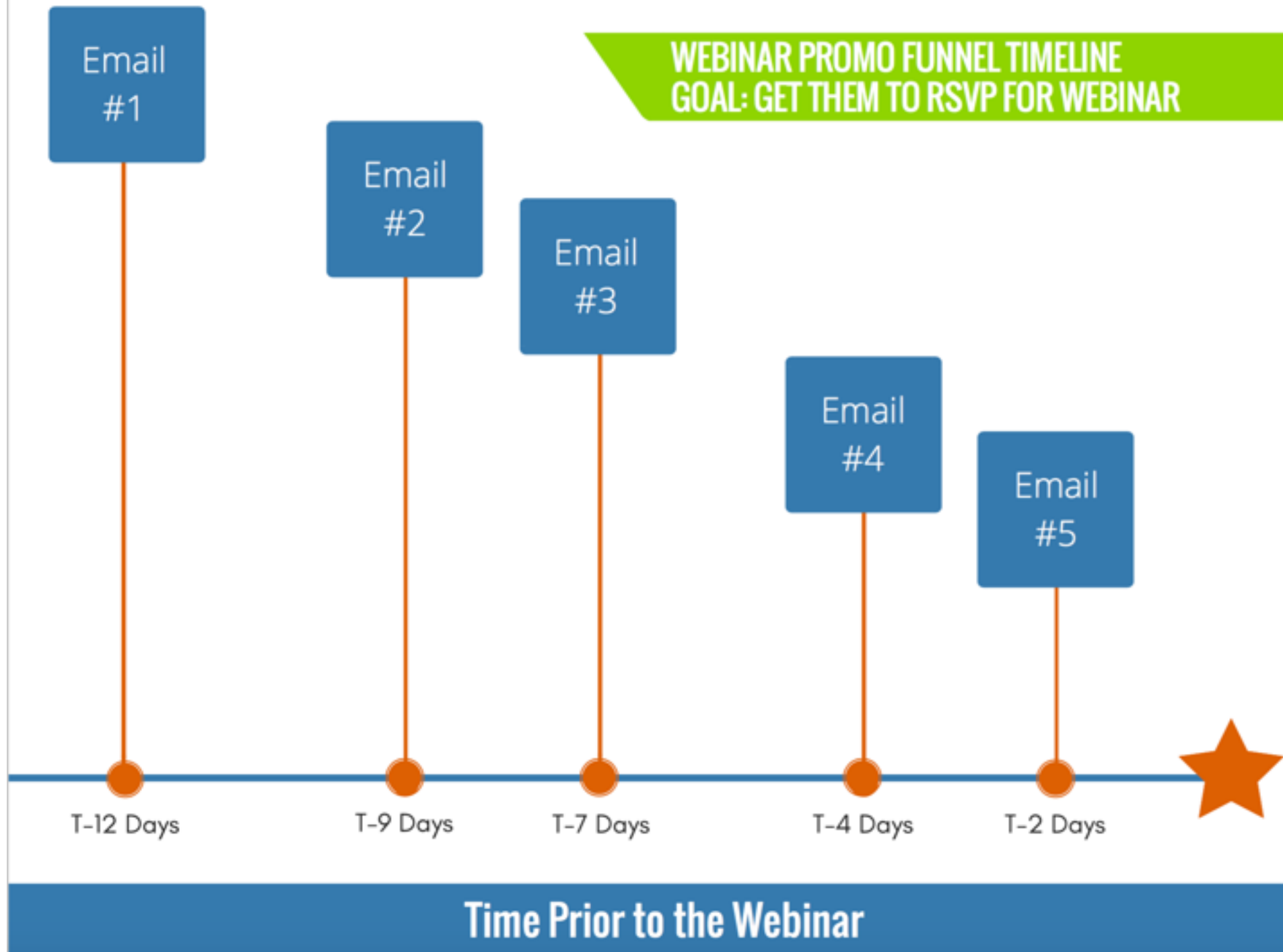


Invitation Emails: Get them to Sign Up



- Longer, sales email introducing you and the topic, and why they should participate. Think of this as your sales letter.
- Introduce YOU as the expert. Go into more detail about why they should listen to you. Your success story. OR, use a mistake or failure and how you overcame it.
- Reminder, “last chance” email — get as much as 30% of your sign ups from this email.

WEBINAR PROMO FUNNEL TIMELINE
GOAL: GET THEM TO RSVP FOR WEBINAR

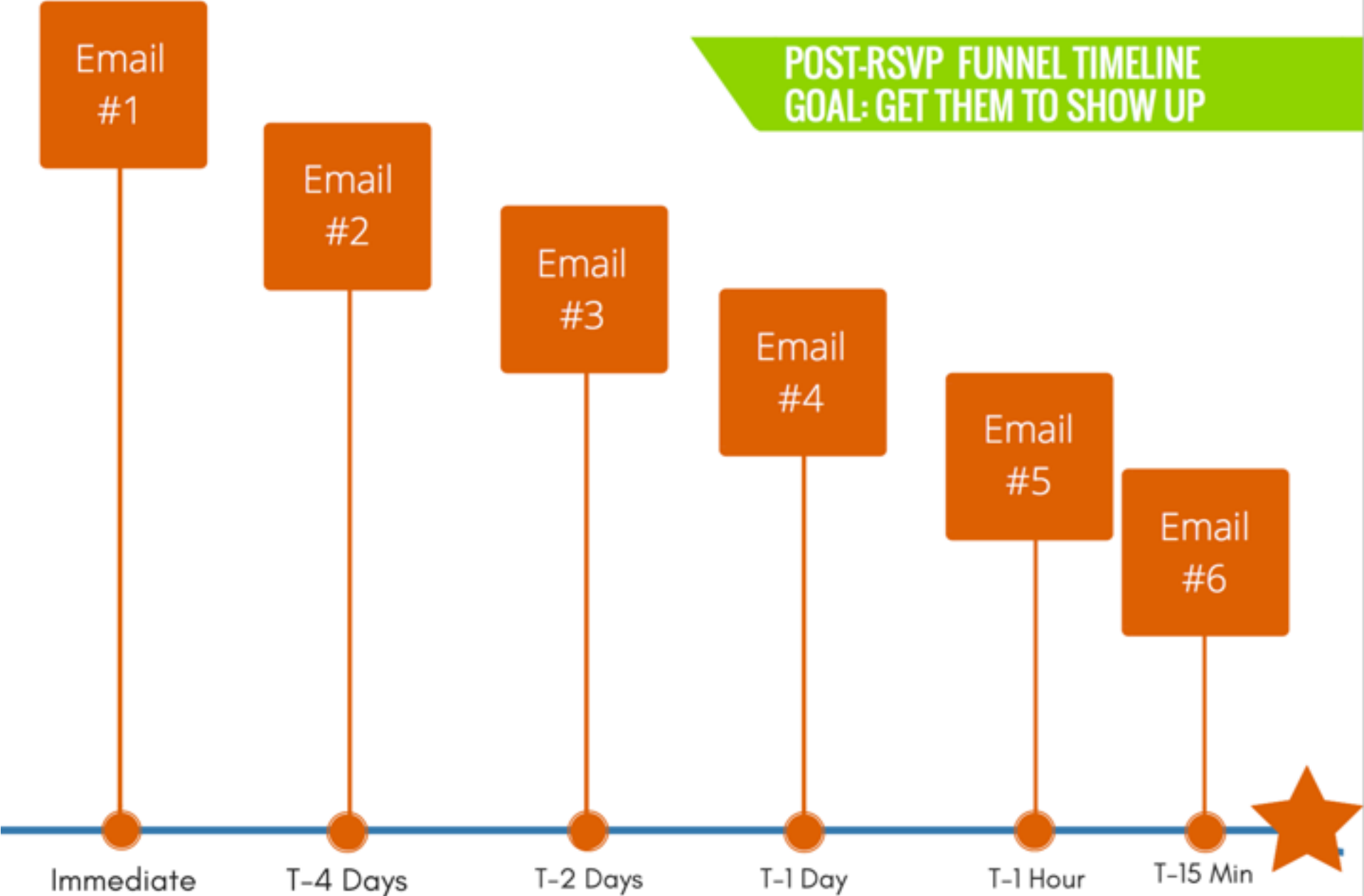


Welcome Emails: Get them to Attend



- Email 1: You're Registered
- Email 2: Prepping for webinar + freebie
- Email 3: What you WON'T see on this webinar
- Email 4: Best free event you'll see tomorrow
- Email 5: Webinar starts in 1 hour
- Email 6: Webinar starts in 15 mins

POST-RSVP FUNNEL TIMELINE
GOAL: GET THEM TO SHOW UP



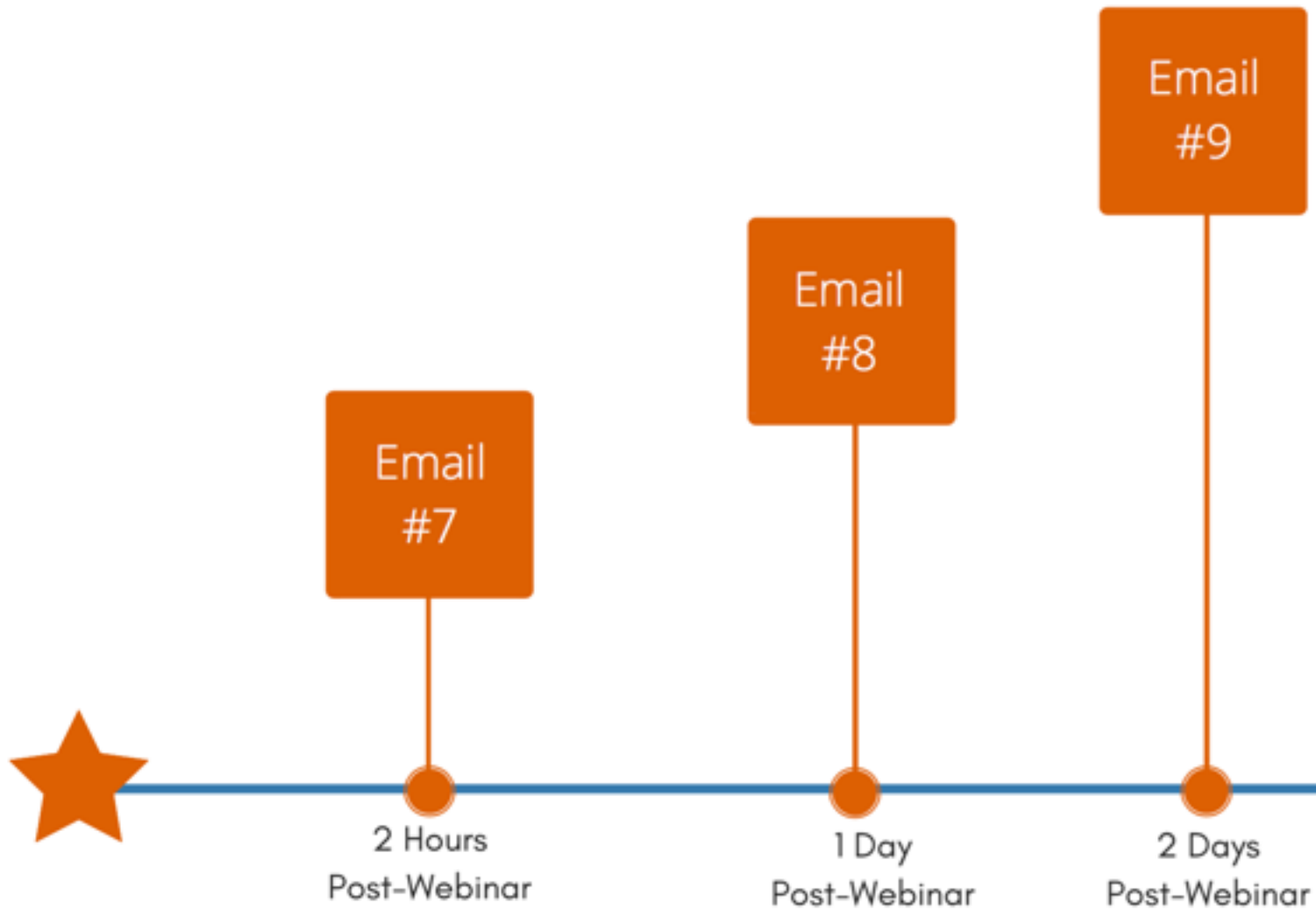
Time Prior to the Webinar

Post-Webinar Emails: Get them to Buy

- Email 7: Replay link up for 24 or 48 hours
- Email 8: Offer email
- Email 9: Reiterate offer / replay is down



POST-WEBINAR FUNNEL TIMELINE GOAL: GET THEM TO BUY



Time AFTER the Webinar