

The Jet Fuel Webinar Promotion Funnel: 575 Webinar Registrants. \$10,244.88 in Revenue

The Secret To Creating Wildly Engaging (And Profitable) Webinars
(Even If You're Not Comfortable On Camera)

The Backstory:

One of my clients in the supplement space wanted to showcase his expertise while helping his clients better understand the difference and importance of both cleansing and detoxing their bodies.

That's when we decided to host a one-time webinar covering the topic more in-depth. We knew it wasn't the "sexiest" topic — but in the world of health and wellness it's usually the un-sexy and overlooked solutions that improve the lives of the customers the most.

Now to be clear, this was a one-time webinar. It's not one of those "evergreen" webinars that tricks people into thinking it's happening now.

When you're truly an expert in your field, honesty and transparency are more important than playing tricks on your audience like that. Of course, there's a time and a place for evergreen webinars. But since this webinar was promoted to a list of our buyers, we didn't need to go down that route. (In general, **automated and evergreen webinars perform much better for cold audiences** — or potential customers who might need your products but have never heard of you before.)

Anyway, this particular client tried webinars before. But he's never had one as successful or as profitable as this one.

And his previous webinars were about much "sexier" topics — including several about COVID-19 in the midst of the 2020 pandemic.

So how did this frankly boring topic bring in double the amount of webinar registrants and revenue than all of his past webinar attempts?

The answer?

The Jet Fuel Webinar Promotion Funnel

I've created a special webinar promotion email funnel that I call the "Jet Fuel Webinar Promotion Funnel."

I won't bore you with all the details here. But it works so well — at both generating registrants as well as making your cash register cha-ching — because of three key reasons.

There are three key parts to any successful webinar promotion. And the "Jet Fuel Webinar Promotion Funnel" ruthlessly attacks all three parts of this funnel.

The three key parts are...

1. What do you do before the webinar
2. What do you do the day of the webinar (and during the webinar)
3. What do you do after the webinar

My "Jet Fuel Webinar Promotion Funnel" not only promotes the webinar, but it also promotes products we'll be promoting on the webinar.

This goes against the grain to how most webinars are run.

Most webinars try to stir up as much hype for the webinar itself before. Then, the webinar hosts bore everyone on the webinar for 2-3 hours before they finally pitch their products.

But there's one big, ol', fat problem with this:

It ain't 2009 anymore!

Audiences are more aware of these outdated webinar strategies. So they don't work nearly as well.

My "Jet Fuel Webinar Promotion Funnel" focuses on transparency and curiosity.

Transparency in the sense of... yes, we are going to offer you products and yes, these products will benefit your life or else we wouldn't offer them.

And curiosity in the sense of using my secret "Kerosene Curiosity Bullets."

These bullets are the main reason we got so much action on this webinar promotion.

The bullets are simple really. They explain what we're going to rap about in the webinar.

But they're not boring.

And that's the key.

They fill readers with so much curiosity that they HAVE to register and join the webinar or else they'll go mad!

And thanks to the "Kerosene Curiosity Bullets," we were able to promote both the webinar registration AND the products we were promoting in the webinar in every email we sent.

We sold products when we announced the webinar.

When we led up to the webinar.

And, of course, after the webinar.

The results speak for themselves.

575 registrants.

\$10,244.88 in revenue.

80 conversions.

Proof:



CAMPAIGN NAME	CHANNELS	REACHED	ENGAGED	DISENGAGED	CONVERTED	CONVERSIONS	REVENUE
Webinar: Cleansing vs Detoxification	✉	37,737	28.56%	0.83%	0.19%	80	\$10,244.88

If you're an expert in your field or want to use webinars in your email marketing strategy going forward, you can book a Discovery Call with me using the link below:

<https://calendly.com/johndbrandt/discovery-call>

But a word of caution:

I'm NOT always accepting new clients. I don't know when you're reading this case study. And it's possible that the link I gave you above doesn't work. If it doesn't work, ***that means I'm not currently accepting new clients or having free discovery calls.***

In that case, use the link below to join my waitlist. When you join my waitlist, you'll be the first to know when I have an opening in my schedule and am ready to take on new clients.

Join the waitlist here: <https://johnbrandtcopy.com/waitlist>

John Brandt

Alternative health copywriter

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