



ServeNoMaster 092: How to Make A Boatload of Money from Webinars

Highlights:

- [3:29] - Never mention something that will indicate time or seasonality.
- [5:56] - Start with as much engagement as possible.
- [11:14] - Plant a seed that there is a big Q&A at the end
- [13:24] - Teach something that is actionable
- [14:26] - Ask people to price the result of the course or product you're pitching
- [16:56] - Create a sense of urgency
- [18:28] - Address objections of a larger group of people at the Q&A
- [19:12] - Don't mention the price if you have custom pricing
- [20:30] - Mention you have limited slots
- [20:50] - Create social proof by asking buyers reasons why they bought the product
- [21:55] - Make it sound like the product is almost sold out but there is one spot left
- [23:00] - Offer something valuable even to those who can't afford your product

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