



Check List to a Successful and Profitable Webinar

1. Use our webinar sequence

- 2 live webinars separated by 1 day then 3 days of replay urgency.
- Consider live webinar on weekend (has highest attendance).
- 1 live webinar should be PM like 7pm EST.
- 1 live webinar should be early PM like 2pm EST.
- Weekend webinar 2pm EST are best.
- Example 1: Thurs. 7pm, EST Sat. 2pm EST, Sun., Mon., Tues. replay.
- Example 2: Sun. 2pm EST, Tues. 7pm EST, Wed., Thurs., Friday replay.
- Example 3: Tues. 7pm EST, Thurs. 2pm EST, Fri., Sat., Sun., replay.

2. Use our webinar sign up page

- Easier for us to retarget.
- We use proven video intro to increase sign-ups.
- We offer educational PDF that works to pre-educate attendees.
- Sending prospects to ugly GTW page has lowest sign-up rates.

3. Use our GTW account, swipe, and best practices

- We encourage you to use our GTW and realize concerns that we could download your list. We would never do that and invite you to enter 2-4 emails of your own.
- You can of course use your own GTW and if do so PLEASE use our GTW swipe and best practices.
- Each webinar should have a STRONG reason to buy while on webinar "Urgency". We recommend timer that expires 3 hours from start of webinar. Open to your suggestions of Urgency. Regardless, there must be sense of urgency to buy while on webinar.

4. Use our email sequence

- As with all swipe you may want to consider adding your own personality or not. Either way please use our email swipes in whole or partially edited with our IMAGES.
- Our frequency of emails is proven especially the day of webinars and last two days of replay.
- Last few days of the replay using our sequence it is common to see doubling in sales.

5. Retargeting for best results

- Use our webinar sign up page on our domain.
- Use our buy page on our domain.
- Use our replay page on our domain.
- Use our GTW so we can retarget by emails (if not then we can still have effective retargeting with the first 3 steps.. but would prefer to maximize your results by utilizing all four customer touch points for retargeting).

6. Work directly with kallzu affiliate team

- Aby Abraham Skype: aby2maria
- Chris Winters Skype: cwintersg
- Maria Candenias Skype: marie.portablejobs

Important contact info:

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