

# Mini-Webinars That Sell

## Matching message length to buyer readiness

### AI interview to figure out your presentation content:

<https://docs.google.com/document/d/1vM13G6jdtk42pMjMIW5jO2cF6MFBXLIXUIOyAMb9Y7l/edit?usp=sharing>

### Warren's template slides:

[https://docs.google.com/presentation/d/1Q7ldYFT3EieHEwUw5AiAoDYuqOPRd9uHGexbC9qh\\_Uk/edit?usp=sharing](https://docs.google.com/presentation/d/1Q7ldYFT3EieHEwUw5AiAoDYuqOPRd9uHGexbC9qh_Uk/edit?usp=sharing)

## Quick recap

The meeting began with Stuart expressing frustration with Go High Level's support and his decision to switch to Simplero, while Minka shared her progress on the roadmap and new networking habits. Warren then focused on transitioning to a new month's emphasis on webinars and presentations, introducing the concept of mini-webinars and discussing the importance of targeting different types of leads with appropriate content lengths. The discussion concluded with Warren providing detailed guidance on creating effective sales presentations and webinars, emphasizing the importance of aligning content with audience needs and using personal stories to build credibility.

## Summary

### Success Stories and Support Switch

Stuart shared his frustration with Go High Level's support and mentioned switching to Simplero, which has provided better support so far. Minka discussed her progress on the roadmap and her new habit of daily networking for 60 days, which has been enjoyable and yielding positive results. Warren congratulated both Stuart and Minka on their achievements, highlighting their perseverance in the program.

### Mini-Webinars for Sales and Marketing

Warren discussed transitioning to a new month's focus on webinars, presentations, and signature talks, emphasizing the need for a different approach for sales-qualified leads compared to market-qualified leads. He introduced the concept of "mini-webinars" lasting 10-20

minutes, designed to quickly build credibility and address the problem with a solution, rather than focusing on teaching. Warren showcased an example of an effective 14-minute webinar by Joel Irwa, highlighting its landing page and structure, and encouraged Stuart to analyze its approach for creating a mini-webinar.

## **Lead Generation and Sales Strategies**

Warren advised Stuart to include a range of testimonials on their lead capture page to cater to different types of potential clients, even if some may not be interested in all the information provided. Warren emphasized the importance of having a comprehensive CRM system to store and utilize the data collected from leads. Warren also shared a presentation by Joel Irwae, highlighting the effectiveness of sales presentations in generating revenue and attracting qualified leads. The presentation emphasized the need for a well-crafted sales message that aligns with the brand and motivates the audience to take action.

## **Audience Targeting for Sales Webinars**

Warren McKee presented on the importance of targeting the right audience with sales webinars, distinguishing between SQLs (Sales Qualified Leads) and MQLs (Marketing Qualified Leads). He emphasized the 90-10 rule, where 10% of the market is ready to buy now, while 90% needs more education. Warren explained the two types of webinars: mini-webinars (15 minutes or less) for SQLs, and longer-form webinars (45 minutes or more) for MQLs. He stressed the critical importance of validating offers with cold traffic before developing longer webinars. Warren shared success stories of clients who achieved significant results by following this approach, including Alex who went from zero to \$400,000 per month in 6 months. He concluded by offering a guarantee to build a converting sales presentation within 10 days for select clients.

## **Crafting Compelling Client Stories**

Warren and Stuart discussed the importance of creating a signature talk or mini-webinar to help potential clients make informed buying decisions. They explored the concept of the hero's journey, which can be used to craft compelling stories that resonate with audiences. Warren emphasized the need to align products with the needs of sales-qualified leads and suggested using elements of spin selling to effectively communicate the journey from problem to solution. The group also touched on the importance of personal stories and testimonials in building credibility and trust with the audience.

## **Webinar Strategy for Lead Nurturing**

Warren explained the difference between long-form and short-form webinars, emphasizing that long-form content is suitable for market qualified leads (MQLs) at the beginning of the funnel, while short-form webinars target sales qualified leads (SQLs) ready to buy. He advised creating a tripwire offer after the long-form content to nurture leads and eventually upsell them to

high-ticket products. Minka clarified that the mini webinar is for existing email list subscribers who are already warm, and Warren confirmed that social media can be used for lead generation. Warren also discussed the importance of sharing a client's hero's journey in the mini webinar, focusing on relatable pain points and solutions.