



WEBINAR PROFIT ENGINE
LAUNCHPAD

Top Ten

LITTLE-KNOWN WEBINAR PROFIT MULTIPLIERS

YOU'VE PROBABLY
NEVER HEARD OF!



JOHN THORNHILL



WELCOME!

My name is [John Thornhill](#) and I'm a webinar marketing expert. I'm excited to share these insights with you today.

Before we get started, let me quickly tell you who I am and why the hell you should listen to me... especially if you've never heard of me.

Since 2006, I've generated multiple 7 figures with webinars. I have also been a ClickBank Platinum vendor for the past 4 years running. In fact, my Ambassador webinar was recently featured at #2 on ClickBank's list of the top 10 offers to promote.

In addition to all that, I've also helped over 1,000 entrepreneurs start using webinars in their own online businesses.

These days, my specialty is helping entrepreneurs like you create systems that do the selling FOR you.

These webinars do all the heavy lifting, and do all the work of generating new leads and customers. They establish your authority and enable you to make high-ticket sales month after month... and they do it on 100% autopilot.

It's what allowed me to personally grow my online business to multiple 7 figures with only a few key employees and contractors.

Imagine how you'll feel when you have a profitable webinar for your business. One that you can promote over and over again in 2023 and beyond.

Not only will you have an asset that builds your list and grows your income on autopilot, but you'll also get to officially escape the time-for-money trap.

That means you'll have the freedom to travel whenever you want, spend more time with your family, and pursue the things you're truly passionate about... all while your webinar continues to churn out profits like a well-oiled machine.

Can you even imagine that? Now that's "next level" cool.

The following pages have the potential to change your life and your business. Please read every word very carefully. As with most life-changing breakthroughs, the devil is in the details.

Happy reading, John

Thornhill



LET'S JUST GET THIS OUT OF THE WAY...

I think income proof is a little tacky.

And yet, I'm going to include some here, so I hope you'll forgive me.

You see, while the internet marketing industry has its fair share of legit providers doing excellent work...

... there are also a ton of swindlers out there who are just trying to make a quick buck.


Here's what I've been able to achieve using webinars:

- ◉ **As of writing this book, I'm currently doing up to \$100,000 in sales each and every month.** My current goal is to scale to \$250,000/month. A big goal, but I will get there.
- ◉ **80% of people who buy from me have never heard of me before.** Yet, they go from landing on my webinar registration page to a high-ticket purchase with me in less than 2 hours.
- ◉ **I have automated 365 days of follow-up emails that allow me to make money for an entire year.** This means anytime someone enters my funnel, I'm able to generate profit for over 365 days.
- ◉ **I do all of this WITHOUT** launches, Facebook ads, posting videos on social media, or anything else I don't feel like doing.

In any case, I'm aware the above claims sound pretty amazing, so...

Because of that, I feel like I owe you some proof.

Here's a screenshot from inside my ClickBank account, which I use as my main payment processor, from March of 2023:



VENDOR		AFFILIATE	
Feb 01 - Feb 28		Mar 01 - Mar 28	
Current Sales :	\$104,170.53	313	
Last Month :	\$39,932.99	201	
Current RFND :	\$303.80	3	
Last Month :	\$194.00	2	
Current CGBK :	\$497.00	1	
Last Month :	\$631.59	2	

This doesn't represent 100% of my income, but it should give you a pretty good idea.

As you can see, I did \$104,170 in sales through this account that month.

In June of 2023 I did \$99,375.

Don't get me wrong, I didn't start out earning \$100k/ month... or even \$10k/month. I started out right where you're at.

But because I followed a system that works, my income has doubled year after year.

This is predictable income. That's what I want for you.



WHAT YOU'LL LEARN IN THIS GUIDE...

If you're looking to build a 7-figure webinar — either to sell your own products and services, or to make more sales as an affiliate — there are a few things you'll want to know in advance that can minimize your risk, increase your ROI and ensure that you give yourself the best possible chance for massive success.

In this short book, we are going to explore the different elements that are very important when it comes to creating a successful webinar on your first attempt.

However, these aren't the same generic webinar tips that you're tired of seeing over and over again. I have spent multiple 6 figures on ads, done webinars with thousands of participants, tested all kinds of strategies and have figured out what works and what doesn't.

These strategies will help you take your webinars to the next level and get exactly where you want to go with your business. That means more sales, happier customers, and increased profits. Who doesn't want that?

WARNING: We're going to skip through a lot of the fluff and filler you'll find in most guides and get right to the good stuff. Hope you don't mind.

So, grab a pen and a piece of paper, because you're going to want to try out some of these tips in your business immediately.

Ready? Let's dive in!



TAILOR FOR MULTIPLE AUDIENCE SEGMENTS

Create multiple versions of your webinar, customized for different audiences and traffic sources. This allows you to resonate better with various segments and increase your conversions.



CATER TO DIVERSE LEARNING STYLES

People have different learning preferences. Some prefer visual content, while others absorb information better through audio or written material.

By repurposing your webinar into different formats, such as long-form sales letters, video sales letters (VSLs), or audio recordings, you cater to these different learning styles and make it more likely that your message will resonate with your target audience.

Repurposing your webinar into different formats also enables you to address specific objections attendees may have, providing clarity and assurance to those who were hesitant to buy.

PRE-RECORD YOUR WEBINARS

Pre-recording your webinars allows you to edit and fine-tune the content before it goes live. You can remove any errors, rephrase sentences for clarity, and seamlessly insert visuals or slides. This way, you can ensure a polished presentation without the pressure of being live on camera, eliminating the fear of mistakes or nervousness.





SIMULATE A LIVE ENVIRONMENT

Make your webinar feel live even if it's pre-recorded. Use interactive elements, such as live chat or Q&A sessions, to keep attendees engaged and interested throughout your presentation. The more focus and attention you have from attendees, the more sales you will make.

OPTIMIZE THANK YOU PAGE REAL ESTATE

Once someone registers for your webinar, I recommend having a short video on your thank you page that reminds them of the importance of coming to your webinar.

This prime “real estate” can also be used to offer additional resources or tripwire offers related to your webinar’s content, liquidating your ad spend and increasing your revenue potential.

SEND PERSONALIZED FOLLOW-UPS

Create a personalized follow-up sequence for your webinar attendees. Tailor your emails based on their engagement and actions during the webinar, nurturing the relationship and increasing the likelihood of sales.

When someone registers for one of my webinars, I have 99 days of automated email promotions that allow me to generate revenue for more than 3 months AFTER the webinar ends.





IMPLEMENT SMS NOTIFICATIONS

Text messages have an open rate of 98%, compared to just 27% for email opens. Implement SMS notifications to remind prospects about your upcoming webinar or notify them of time-sensitive offers and watch as your attendance rates soar!



CREATE A REFERRAL PROGRAM

Create a referral program that incentivizes affiliates to promote your webinar funnel. By offering attractive commissions and rewards for successful referrals, you can partner with industry experts to promote and fill up your webinars.

Plus, since their audience has already shown an interest in the topic of your webinar, any leads you generate are more likely to be pre-qualified and genuinely interested in what you have to offer. This pre-qualification can lead to higher conversion rates both during and after the webinar.

MAXIMIZE BACKEND PROFITS

Offer relevant upsells and downsells within your webinar funnel to maximize revenue. Upsells can provide added value, while downsells ensure you retain potential customers who might have initially hesitated.

Better yet, the more upsells you have in your webinar funnel, the more appealing your offer will be to potential affiliates.





OFFER A PRE-WEBINAR LEAD MAGNET

Offering a valuable lead magnet, such as a free report (like this one), before promoting your webinar can dramatically increase your conversions while reducing your traffic spend.

The lead magnet acts as a powerful pre-webinar engagement tool that builds trust and positions you as an authority before they attend the webinar. Then, when they do eventually attend, they're already primed and ready to buy.



CONCLUSION

Webinars are one of the most powerful marketing tools at your disposal.

Not only do they allow you to reach an unlimited number of people, but they give you the ability to educate your audience and sell at the same time. And they make more sales, faster and easier than product launches, long-form sales letters, and video sales letters combined.

There's no better way to quickly establish yourself as an expert and start selling high-ticket products.

I hope that you've found something useful in this guide that will help you take your business to the next level.

To recap, our 10 Profit Multipliers were:

1. Tailor For Multiple Audience Segments
2. Cater To Diverse Learning Styles
3. Pre-Record Your Webinars
4. Simulate A Live Environment
5. Optimize Thank You Page Real Estate
6. Send Personalized Follow-Ups
7. Use Text Message Notifications
8. Create A Referral Program
9. Maximize Backend Revenue
10. Offer A Pre-Webinar Lead Magnet

While it's important to find a tried-and-tested webinar strategy that works, it's just as important to keep your strategy fresh. Small, incremental tweaks often lead to big changes in results.

That's why this guide could be one of the most powerful you ever read. If you follow the steps and optimizations I've outlined above, you'll dramatically improve the results of your webinars.

Do You Want to Learn More?

If so, I am holding a free webinar where we will go over everything in more detail. I'll break down step by step how I managed to generate over \$5 million in sales online and show you how you can do it for yourself.

If you like what you have read in this report then you will be blown away by what I reveal on the webinar, and it's 100% free to attend.

[**Click Here to Register For The Free Webinar**](#)