

## Web Class Format

Okay, welcome back to the Web Class, and what I'm going to do is I'm going to run you through the format that you should use and that you should start with. Now, it's just like any recipe. Start with what we're proposing here and then you can go and make it your own after you've run through this and done it a dozen times or 20 times, or however many, but first, walk through this. This is the exact formula that I use on our sales webinars or on our informational webinars or web classes. That's what we're talking about right here, and this is just another marketing way in which you can go out there and get clients in a predictable, consistent, and profitable manner. This is the structure. This is how you would develop your slides. If this was a speech that you were giving, this is exactly the format that you would follow. It doesn't matter if this is online or offline. You can do the same thing.

The very first thing that we want to do when people come on ... Okay, so let's say that you scheduled this webinar for 7:00 PM on Thursday night and you've got eight people that have signed up. That means probably five of them will show up, and it doesn't matter, right? Don't worry if you have one person on there are three or 30. these are ... This is very effective. You're not looking for buckets of clients on every single one of these. You just want to do them with consistency, and there is a way and a place and a time that you could do it on an evergreen format, but we're not going to talk about that. Let's just talk about the basic structure right here. The first thing that you wanna do on slides or if you're in person is acknowledge that they are in the right place; they being your prospective client.

Somebody who did this really, really well was Daniel Honan, and he works with painters. One of the things that he did was run through this class format that we taught him, and then he made it his own and he had a lot of success from it. The first thing that you do is you say, "Hey, you know what? You are in the right place. I know something about you. You're a painter," so I'm identifying with them, "You're a painter and the books are things that you don't enjoy. Maybe you don't feel like you're making it as much profitability. I can tell you and promise you here tonight that you are going to get a ton of value from this time that we spend together." A very little bit of acknowledgement. How did they get to you? You know, reinforcing that if it was a ad that you put out there, if it's just your email list, acknowledge them. They're in the right place and identify them.

Hopefully, you're in a niche. You know that we talk about that all the time. Probably getting sick of me talking about it. I don't care because it's that important, and I might be able to identify with them. Identify who they are and what their struggles are. Okay? That's the very first thing. Now, the second thing that you want to do is establish your authority. Now, I know for some of you that doesn't sound right, but hear me out on this. Sorry about the smudge there. Now, establish authority. This basically means ... Let's go back to Daniel's situation. He works exclusively with painters. He serves 49 clients, and these are the other things that he helps, he's done this, he's been published in this article, he has a blog.

All the different things that establish authority. We're not going to spend a lot of time on this, maybe 60 seconds saying, "Hey, I'm Ben. I work exclusively with dentists, and right now I serve 49 clients, helping them to improve their bottom line, helping them to work less in their business and earn more." Okay? I wrote the book on practice profits. I would show a picture of that. I always throw in an interesting fact. I was in the Air Force, not that that's an authority thing, but it's something that people remember, and quite frankly, something that I'm proud of. I'm establishing that authority, so about a minute right there for the acknowledgement identity and another minute there for the authority.

Now, the third thing that you're going to do is outline exactly what it is they're going to learn. I'm going to outline your outline, but let's give them this because hopefully you've let them in on what this is going to be about. This again is just the structure of the thing, not how you compel people to get there, but the outline tonight. All right, tonight we're going to learn three things. We're going to go over how to understand the financial statements. The second thing that is specific KPIs for painters, and three, your first action step. I'm just making this up on the fly, but there are three things, three major points that you want to talk about, so outline that. What are the three things? Let's just put those here. What are the three things?

Okay, so that's it. All right, now number four. Let's just go down this way right here. What is number four? Well, number four ... What we're going to do here is that we were actually going to admit some flaws, okay? Now, what I mean by that is that: Hey, this is specific for painters. If you're not a painter, this probably isn't gonna work with you. In fact, I only serve painters. If you're not a painter, I recommend highly that you get off of this right now. Also, I will tell you that at the end, I've got a specific call to action for you, and the reason that I do this, the reason I'm doing ... Because people in the back of their mind, they're going, "Why is he offering this up for free? Why is she not charging me to be here if it's so good?" All right? Admit that up.

Hey, there's gonna be a call to action, but I'm going to deliver value and we're going to get through everything. Most people, you know, they come through this, they don't ever become my client, but this is the way in which I get clients. Go ahead and get that out of the way. Admit the flaws right there. Okay? That's what we're going to do. Basically, what you're doing is you're saying, "What are the objections that they have?" And go ahead and getting them out in the open rather than hiding them. I know that my head is going to kind of in the way, so I might have to play some strategic moving around here. All right, so we admit the flaws.

Now, testimonials. Let's just draw an arrow here. Obviously, you guys are smart. You can follow numbers, but testimonials. This is where I'm getting somebody else to tell them how good I am. Not in a bragging way, but what I want to do is to highlight other people who are just like them. Here's John the painter from Cincinnati, Ohio, and "I love Daniel because A, B, and C." What we want to do is throw in a quick couple of testimonials. The more that you can do in terms of putting their face on there; obviously, get their permission. Using their words, making them specific, results oriented, the better. Again, right here, this should be no more than about a minute, maybe two. You've got a minute up there on acknowledge and identify, a minute on

authority. You'd probably be spending a couple of minutes here on the outline, a couple of minutes on the flaws, and a minute or two on the testimonials. We're anywhere from five to 10 minutes into this by the time we get to the testimonial ... To the end of the testimonials and probably closer to that five-minute mark. That's testimonials.

The next thing we're going to do is segue. Now, the segue ... And don't challenge me on the spelling because this is how it's spelled. It's not a cart that you ride, right? A segue. This is basically ... All right. Now we've gotten through the introductory part and we're going to get into the teaching, okay? Now also, right here what I do is I kind of make them pay attention. I'll actually do that. There's some NLP, neuro-linguistic programming in that, but I want them to pay attention. Have you ever been on a web class and nodded off or started checking your email or started checking your phone and not paid attention?

Yes, it's happened to every single one of us, and that's because we weren't called to attention or we lost interest, or whatever the case may be. I want to segue here and I want to say, "Listen, if you have struggled with your books, if you don't feel like you're getting the profitability that you need, if your cashflow is sucking, you're wondering where payroll money is going to come from, I need you to listen up. Matter of fact, I need to get you to get a pen and a piece of paper so that you can write down the things that we are going to discuss right here because they are important. Whether or not I help you in the future is irrelevant. This is critical to your success. I'm going to pause for 10 seconds while you go and get that paper and pen," and I actually pause, "Okay, everybody's got their paper and pen in hand? Let's get busy." Just to cap, we've gotten up here. We've gotten into the segue. We've not done any teaching, but now we're going to go to that outline.

Now we're going to teach on those three things. Remember, there's three major things that you want to do. By the way, these should be the three major struggles that your clients have. For dentists, maybe it was the profitability, the cashflow sucked, not knowing the numbers, the KPIs, things that they would articulate, things that they know to be their struggle. Not things that you think are their struggle, the things that you know that they want from the jobs, pains and gains things that we talk about all the freaking time around here. Okay? So now what are we gonna do? Well now, we're going to go down here. Seven, eight, and nine are the three teaching points. Can you see me through there? Seven, eight, nine are the teaching points. Each of those should have a three-pronged approach. Three and three, I call it the three by three matrix.

There's three major points that I want to get across, and there's three sub points of each of those. So there's nine total things that you want to cover, right? Here's the struggle. We're gonna talk about why cash flow sucks, and we're going to talk about the solution. Here's three things that you need to do for the solution. Moving on to the next thing. KPI's. You hear about those, you read about them in technical magazines. What are they? What is a KPI? Okay, what are the KPIs that are important to you? Well, one, two, and three. This is how you measure them. This is what they mean. Moving onto the next thing. Each of these, each of the teaching

points have three sub points, and this right here ... Don't hold back on this. All right? Open the kimono so to speak, and give away a ton of information.

Again, most people ... Let's say 40-50% of the people will actually become your client. The others will not, and that's totally fine. You planted a seed. Maybe the timing isn't right. They'll come back to you later. You're giving them value, much like with the consultative close. You're giving them value in advance. You're giving them information that nobody else has ever given to them. That's the three points that you're talking on. Now, it's not just enough to teach on that and say goodbye. Very important because we admitted one of the flaws is that we're going to have a call to action, but we're not there just yet. We've taught the three major things, and you know those based upon your niche. Make sure that you go into things that are relevant to them.

Now, after that, what we're going to do, number 10, is go to a transition. This is where I like to throw in the Q&A, and this is a great and important point. Hopefully, you're recording all this because the Q&A, those are objections, okay? Those are things that you can use to make the next web class that you do even better. What do you want to get to? The point is that you've done such a good job is that when it gets to the Q&A, it's pretty much crickets because you've addressed every single question that they have had.

The more that you can do that, the more that you can preempt those questions; the more likely that they are to go to your call to action. What I do is I go through the Q&A's, and I want to address every single one of them. As long as they're relevant, and not crazy people. I want to address all those. I want to answer them. If I don't know the answer to it, I say, "I don't know the answer to that, but I'll tell you what, if you'll drop in your email into the chat, I'll be sure to investigate that and get back to you," and actually investigate and get back to them. Answer all of those Q&A's. The transition with a Q&A. All right? Again, none of this is strong arming, what you're doing right here.

Then finally, your call to action. This is the Holy Grail, and this is where I see a lot of people ... They just don't do it. I'm going to abbreviate that by CTA. Call to action, right here. This is what you have to think about in advance. Before you start structuring this, what is the thing that you want them to do? What is the call to action? What should they do as a result of going through this class? I mean, yes, you've given them tons of value. They can take these nine things over here, the points that you gave, the very tactical, granular things, and they can hand it to their bookkeeper. They can hand it to their accountant, they can do it themselves. We're talking to the people who don't want to do it themselves, the clients that you want to serve.

What is that specific call to action? Now, typically here, it is not to become your client because you've not put them through your filter process. You want to make sure that you put them through the filter process, because this is a great way to lead them into the filter, which leads into the consultative close, but we want to make sure that we're not wasting their time and we're not wasting our time. That specific call to action, typically, is to schedule that consultative close or to get into your qualification funnel. For me, for instance, I would say, "Okay, if this has

been great information, let me tell you. This is all I do. I eat, live and breathe this stuff. I love it. I love serving people, but I can't serve everybody, but if you would like to explore this further, if you would like to have a consultation, then what I want you to do is I want you to click the button below. I want you to go to this website, whatever the case may be." Specific. "I want you to go to this website," and what I do here is I also show a picture on the slide of that actual website. "I want you to go here and this is what you're going to see." On the screen they see that page that they're going to, they see the specific call to action.

Here's what I want you to do. I want you to enter your name and your email and select the best time for us to have a quick chat. This is the consultative close that you're leading them to. In this case, this will be a quick chat with them to make sure that they can get into your funnel. Make sure that you address all of the things like price, minimum price, and make sure that you're dealing with people who want to do work with you, who don't think that you're going to do it for \$50 a month, that sort of thing. That's the specific call to action that I would want. I've shown them this. I've actually shown them filling it in. After that, this is what you're going to get. I want to walk them step by step through the process so that they have clarity on what it is that they're going to do and what it is that I'm going to do in the next step.

That right there is the web class. Follow this to a T. start with the acknowledgement that they're in the right place. Hey, I know who you are. You're a painter. I know who you are. You're a dentist. You're a general dentist in the Tri-state area. Here's my authority. Here's why you should listen to me. Here's the outline of what you're going to learn today. Here is the flaw, and here's the chink in my armor. There's a call to action. I do this to get business. Here's some testimonials from some happy clients. Here's my segue. Here's the teaching. What questions do you have? Now, here's what I want you to do, and I show you exactly what that is. Make sure that that's specific and that they know exactly what it is that they want to do. That's the formula for the web class.

It only works every single time that you do it. Once you get comfortable with this, once you've done it a number of times, start to make it your own, but right here with the Q&A, it's going to solidify more of what you're doing here. Don't think that you have ... Don't dwell on: Oh my gosh, these teaching points, they're not perfect. They're not going to be perfect. They may all three be irrelevant. I doubt that's going to be the case. Two of them typically are going to be really relevant, and the other ones ... One thing that I'll also say in here is I like to ask questions.

I like to ask questions, getting them to say yes, or getting them to interact with me because it is a one-sided type of thing when you're in a webinar. Asking questions, all that sort of thing is important just to get them talking, just to get their feedback, understand questions that they have so that next time you can run through that and perfect your web class. This is a continual process, but this is a wonderful way for you to get virtual bookkeeping classes because guess what this is? It's virtual, and if they're coming to this, that means they're going to come to you as a virtual bookkeeper. All right. That's the Web Class. That's yet another way that you can go out there and get quality clients for your bookkeeping business.

