

Web Class Process

Hey, it's Ben Robinson and we're back inside of our marketing series. If you recall, your business is made up of four major systems, marketing, sales, deliverable and administrative. And we're focusing on right now the marketing and the sales, making sure that you never stop marketing. This is a great way in which you can get clients, if it's right for you. Now recall, you want to have one way, excuse me, you want to have 10 ways to get one client and not one way to get 10 clients. So a web class, which is what we're talking about here, is a great way for you to possibly get clients. So, let's put web class right in here. Now you may have heard of this as a webinar. I like to use the word web class. So what we're going to do is we're going to break down each of these steps so that you have a look at this.

Now, one of our members, Daniel Honan, he made his living initially off of this process. I remember interviewing Daniel about, I don't know, six months to a year after he had started. He had already had resounding success and I asked him how. He basically said, "I followed your program and this was in there." So I want to drill down into this because it works. Now it works if you do it in a very specific way. That's what we're going to cover here in this series.

Hopefully you've already defined your market. You know who your niche is. And as you're doing that, you are developing a list. Now we'll have some marketing on developing that list even further. But that list right there, that is the Holy Grail. And that list consists of prospective clients. This could be somebody that you met at a networking event, you met them at a church function, they've subscribed to your email newsletter, you've given them a proposal in the past or they've expressed interest.

Somehow you've made contact with them. They know what you do. Now you're going to invite them to something, the web class. So I want to go through this in a high level, and then I want to break down into each of these so that you understand how it's done. Let's say you have a list. It could be 10 people, it can be 100 people, probably somewhere in between there. But what we want to do is that we want to send those people an email. Okay? Now maybe you're using something like a MailChimp. You don't want to send these out through your Gmail or something like that because it's sure to be flagged as spam if you do that. So use something like a MailChimp to actually send out this email with one call to action, one call to action.

That's for them to click the link to register for this web class. And again, we'll go through each of these. We'll break them down so that you understand what's in all of these. This is just an overview. So your list, they're sent an email. In that email is a link to go and register, register for the web class. They've done that. Now we want them to attend. And by the way, there's a lot of action that happens between register and attend, because just because they registered don't mean that they're going to attend. So we got to follow up with them on that. List to send an invite through email. They've registered. Now they've attended the web class. They've been through your web class, now what do you want to do? You want to qualify them.

You want to qualify them. You want them to qualify themselves in an automated fashion so that you don't have to do this. You set up the system one time and now they work themselves through it. And if they qualify, then you're going to have a consult with them. This is one of the places that I see a lot of bookkeeping professionals get it wrong. They go straight from attend, if they even do this, right to the console, assuming that people qualify. You don't want to waste your time and you don't want to waste your potential client's time. So we need them to go through our qualification process. We need them to jump through some hoops. Because until somebody gives you their time and their attention, they're not going to give you their money. I want to know that they're in it, that they're in this, and I want them to qualify.

I want to make sure that they know my price minimums, and all that stuff is in qualify. Now in consult, we actually have a whole marketing series that we're going to be doing on the consultative close, and we're going to use that. It's the most simple close, credit to Frank Kern for creating this, or at least articulating it in a way that I understand it. And then, finally, we're going to close. All right, we're going to close it or we're going to say, "Nope, they're not a good client and I don't want to work with them."

So that's the process. You've got to have a list, right? You got to send an email to register. You've got to have them to attend. Then they have to qualify themselves. Then you have a consult. And then hopefully you close them, and they become your client. So what we're going to do in these next lessons is we're going to break down each of these steps.

We're going to break them down so that you see exactly how to do this. Now, I know that a lot of people were saying, "I'm an introvert. I don't know what to talk about. I don't know." Don't worry about any of that. Put those doubts aside. Okay? When I first started doing this, I didn't know how to do squat, and I figured it out, trial and error. But the key thing that I did is that I took action. I implemented. I found out the wrong way so that I could find the right way.

It's just a stepping stone to get to where you want to be. But we're going to shortcut all of this so that you can get to success. It's not going to be perfect, but you've got to keep an open mind because this is one of the best ways that you can get clients. And that's because inside of this attendance, inside of this class, you're going to be given away a heck of a lot of value. And we'll talk about structuring that in a later class. But first thing, let's do, let's talk about this invitation.