

# WEBINAR SECRETS



The 5 Unorthodox Secrets (**Concentrated**)  
to Creating Winning Webinars

-REALTOR Edition-

by Justin Zimmerman  
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# Yada Yah Stuff!

## (what the lawyers want you to know)

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Enjoy!

# Welcome from the author...

Hey there, I'm Justin Zimmerman, Realtor and author of Webinar Secrets and after overwhelming pressure from Realtors like you asking me how to get started using new tools of the trade to boost their bottom line, I heard the call to action and created this guide!

As an expert in web video events, I've accrued for your benefit, the knowledge of how to effectively use webinars to acquire new customers, excite and motivate your current ones, and to ultimately boost your bottom line.

Like you, I know how hard it is to get started with anything new... in fact I struggled for months trying to figure out how to make things go big. I'll tell you one thing, following the spirit of invention is a twisty road and I hit every speed bump along the way.

To save you from a steep learning curve, I created this ebook as a road map so you can stay the course to success!



Don't take this lightly!

This ebook contains my most closely held thoughts which are battle tested to build you a lucrative and loyal community of online customers!

Sincerely,



# The Bliss Page (You should feel good after reading this)

Never in the history of man has it ever been easier and more profitable to “reach out and touch someone”.

Do you remember that old 80’s slogan from AT&T?  
It used to mean pick up the phone and call someone.

Yeap, back then you dialed for dollars...



Your income was in direct proportion to how many people you talked to, how many appointments you set, and then how many deals you closed.

The good news is that this formula still works, but instead of picking up the phone to reach out and touch someone, you log into your computer and “reach out and touch everyone”.

Please now don’t literally try to reach everyone...  
**That would be crazy!**

In fact trying to reach everyone is what SPAMMERS do...  
AND you don’t want to be a spammer!  
Spammer steal life’s most precious commodity, time.

Why steal time when you can earn it!

When you earn time, your message rises above the noise, while the spammers go directly to junk mail, do not pass go, and do not collect \$20,000.00

**Find your voice! Broadcast it! Break through the noise!**

*If real estate was a game of monopoly (which it is),  
my winning token would be webinars!*

# **If you take away 1 thing from this ebook:**

I want you to understand the currency of the internet is NOT paid with dollars... but with attention.

It is your goal as a REALTOR to have prospects and clients continually pay you with their attention. But you will need to earn it by creating unique, personable, and valuable content.

Once you have earned their attention, you can convert it to cash by recognizing...

**Webinars are the perfect ATM's  
(attention-to-money) machines.**

# The Diss Page

## (Put down what doesn't work)

You probably think I'm about to tear apart your current marketing and reduce it to a pile of smoldering rubble.

That might be fun, but not practical and I'm positive that there are things you're currently doing which parlay nicely into getting your webinars off to a great start.

**A true story:** So a real estate agent walks into a bar, sits down next to another friendly looking person and begins a conversation about the market.

The agent finds out the other person is also a real estate agent and they begin to compare marketing ideas.

I got a website with IDX... me too! I send monthly postcards... me too!  
I call FSBO and expireds... me too! I send a prelisting package... me too!

The agents finish up their drinks, exchange cards, and make their respective ways home for the day.

On the drive back both agents realize, I'm a me too agent.

Like the old saying:

"Do what everyone else does, get the results everyone has"

Also it is written that the definition of insanity is, doing the same thing over and over and expecting different results...

Which would qualify many **REALTOR marketing plans as INSANE!**

I'm about to introduce you to a new opportunity to check out of the "Me Too" insane asylum and check into new marketing mavenhood using Webinars!

# Step 1: Define your webinar (use gravity to create loyalty)

Remember back in the day when you first started your career?  
To generate business YOU had to push your way through the crowd!

Everything YOU did revolved around YOU and YOUR business and that worked for 30 years because YOU controlled the listings, YOU controlled the property showings, and YOU controlled who bought and who sold.

That was a very nice time to be a REALTOR, but guess what?

The internet has ended that era as consumers, especially my generation, Y'ers and Millennials without hesitation search and find property without YOU.

So if consumers can now freely run amuck, what's going to PULL them to you (gravity) in the first place and more importantly stay loyal?



The next wave of successful real estate agents are turning off that old YOU marketing and turning on ME marketing.

Marketing that is **personal, direct, valuable, relevant** and **consumer centric**... Their taking out the YOU's and replacing them with ME's. ME stands for **Minus Ego** marketing...

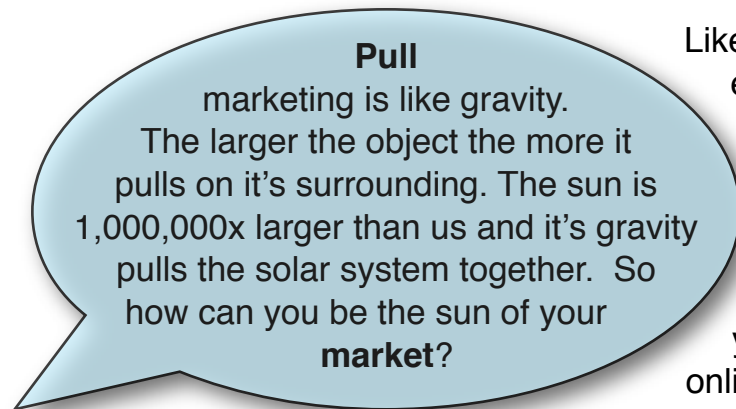
As the famous author Seth Godin puts it,  
*People don't want to receive YOU mail, they want ME mail!*  
Mail about them! <--- Note: It's not about mail pieces, it's about messages.

**You must answer this:** Before going on to the next page what would get your audience (clients/prospects) truly excited to consistently hear from you?

**Your answer is the holy-grail to creating profit boosting webinars.**

## Step 2: Plan content (Figure out the who's, what's, when's)

If I lost you with the whole gravity thing, I'll explain it so clear right now you'll feel smarter after reading this or even like Steven Hawkins.



Like I said in the beginning of this ebook, I want you to understand the internet's currency is attention, which can be converted to cash.

As an agent in this new market, your goal is to create a massive online presence that draws a crowd from across the internet universe by creating a webinars series that is specific to your audience needs.

Here's some quick webinar ideas to fuel your content plan:

- ★ do a webinar series on your farm area's current market conditions
- ★ pick a series on the latest news or controversy in the HOA or Condo
- ★ do interviews with businesses that cater to your clients (ie: CPA's)
- ★ host a monthly webinar round table with local business leaders
- ★ pick a theme that is not directly business, like recipes or jr. soccer

As an example, let's pick a monthly webinar series on current market conditions and here's the key questions to ask yourself:

- 1) Where can I get relevant local market data and news? (MLS)
- 2) Are there any relevant news websites to clip/highlight (USA Today)
- 3) Can I find a co-host/webinar sponsor or partner? (Title company)
- 4) Can you bring in special guests to spice things up? (Financial experts)
- 5) How long will each webinar to be? (30-50min is good)
- 6) Are you prepared to answer live questions?
- 7) Where will you post the webinar video afterwards? (Your blog)

**Once you got these questions down, you're ready play ball.**

# Step 3: Get to Carnegie Hall (grandpa always said practice)

Let's move and groove!

If you're reading this page you have your webinar theme selected, who's on board to sponsor and/or co-host, and answered the other key questions above.

Now it's time to have some FUN and setup your webinar studio and listen to my grandpa's advice... **practice makes perfect.** (*He was a trumpet player in the Marine Corp. band during WWII*).

I can't stress enough how important it is for you to practice, be comfortable before jumping in front of a live audience, because I want your performance to rock the house and your **bank account too.**

## Now here's the tools and steps you need to begin:

- (1) Sign Up for a FREE 30 day webinar account: <http://gotowebinar.com>
- (2) Sign Up for a FREE conference call line: <http://thebasementventures.com>
- (3) Sign Up for a Skype Out Account (\$2.95 a month): <http://skype.com>
- (4) Download a FREE 30 Day Trial to Camtasia Studio: <http://techsmith.com>
- (5) Sign up for a FREE Video Streaming Account: <http://viddler.com>
- (6) Buy a USB Mircophone Headset (\$35-\$85): <http://bestbuy.com>

(1) The webinar account allows you to broadcast your PowerPoints, market data, news websites. It is the guts. (2) You'll need a conference line with advanced functions, the line that comes with gotowebinar is too basic. (3) You'll need SkypeOut to place calls to bridge your computer to the conference line and record sound. (4) You'll need Camtasia Studio to record and edit your webinars. (5) Viddler.com, they are the best to upload and share your webinars.

## Step 4: Build the buzz (now use traditional marketing)



Now that you're ready to win with Webinars, it's time to get the word out!

Good news on this...

The marketing you've been using all these years will work here, work for you, and build you're online presence with offline media.

In fact you'll be amazed by how high your response rate goes (getting paid with attention) because finally #1 your marketing is NOT about YOU, #2 it offers a consumer centric no-strings attached value proposition for THEM, and #3 it is specific information they want to know and can't get anywhere else.

Yes, welcome to marketing 2.0 (that's two-point-ohh)

Here's a quick list, it's not exhaustive, but will get you thinking where you can syndicate your webinar's value proposition.

**Newsletters/Flyers/PostCard:** Do you mail out things? Instead of PUSHING your listings, PULL in the audience by integrating a personal message to the reader about your webinars value and as a post script to mentioning the listing. Your going to want to direct them to the webinar's sign up page.

**Personal Letter:** This will be a biggie. Write a 1 page personal sales letter to your audience on yellow legal paper using a handwriting font in Word directing them to "opt-in" on your webinar VIP email update list. Initially you're going to want to create a 3-5 mail piece campaign over 3-6 weeks to juice'em up.

**Telephone Call:** NOTHING IS BETTER THAN A PERSONAL CALL! Schedule to make 3-5 calls a day to past clients and prospect letting them know about the upcoming webinar series. 2-3 min of talk will go along way. Once they have been excited by your words, their ready for you to sign them up.

**Blog Post:** Do you blog? If you do, make this the home for your webinars. You can build the buzz, get feedback on what you're community likes and doesn't about the webinars, and if you record them, you can post them here! For me, this is the ultimate, let's you be one-on-one with your entire community!

**Email Blast:** If you have a pre-existing email list, just like you did with the mail campaign, begin exciting them to join your webinar series. Remember you will need to send a few email over a few weeks to have them "opt in" specifically to your webinar email list.

**Community Bulletin Board:** There everywhere! Supermarkets, gyms, community centers, high schools, country clubs. Put up some flyer with a tear-off that promote your webinar series! The tear off should include the web address and the title of the webinar. Be the first and only to dominate this space!

**Community Newspaper:** Does the community you farm have a circular? If you think about advertising in it for your webinar series. Keep it very simple. Text based, no photos of you, and focus on the value of the webinar. You could split the cost of this if you have co-host or promo partner!

**Door Knockers:** Here's a new twist on these old puppies. Put your webinar's value proposition, the title, the date, and the web address on them. When people come home, they'll see this message and be very interested. Remember, your providing free value through a new and exciting medium!

**Volunteer and Get Involved:** This is also a biggie, personally I can attest to this one making the biggest difference for me. Find a cause in your community for which you have passion, get involved, and then parlay that energy you created offline to the amazing value your webinars offer online. It is a natural fit! You're already front and center!

**Write Articles:** Take your passion for real estate and write about it. Write articles for local newspapers, magazines, trade journals, your Realtor Association, online websites, and talk about the very same issues you'll bring to life in your webinar series! Don't forget to mention the webinar series at the end and the place they can sign up for Free.

**JUST PICK 3!** There's probably 20 other ways, but to get started today, try 2 you're familiar with and experiment using the 3rd.

# This is the end...for today

## (don't be sad, I'm working on part 2 for you)

Well this is the end of the 1st draft!

There's so much I didn't get to include here, my deadline was tight, but as you can tell I am passionate about webinars, and I'm sure you got a magnificent taste that webinars will rock your business.

You can look forward to these updates:

- ★Best Practices when "LIVE" in front of your digital audience
- ★How to create a wiz bang presentation: # of slides, speech cadence...
- ★How to create a blog community around your webinars
- ★Case Study: *"How to direct international traffic from latin markets"*
- ★A full fledged resource guide and "how to guide" instructional snapshots
- ★Teleseminar setup and disaster control secrets (USE MUTE)
- ★Video cast demo of webinar right from this ebook!
- ★The 5 W's of Webinars: Who, what, when, why, where.
- ★A definitions/glossary: *"ie: what is opt-in mean"*
- ★A brief section on email marketing (plugs in great with webinars)
- ★The big no-no of webinars! (copy rights, slander, libel)
- ★An introduction to the Psychology of Real Estate Influence with Dr. Cialdini
- ★FAQ: Common questions answered liked "How do I find the time to start?"
- ★The anywhere, read for you, audio and video book edition!

Hope you enjoyed this and I look forward to rocking and rolling on part 2!

Cheers,  
good luck,  
and speak to you soon,

Justin Zimmerman!  
<http://RealtorWebinarSecrets.com>

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