

Series Special: Spotlight on Speakers with Geoff Ronning

This article is an enlightening interview with Geoff Ronning, where he unveils unique strategies for enhancing webinar effectiveness and increasing conversion rates.

Understanding these tactics is crucial as it can directly lead to an increase in revenues and customers for your online business.

Quote to Remember From the Interview

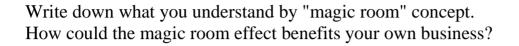
"You can continually split test your webinars. It's all about improving, adjusting, adapting."

What You'll Learn from the Activity

The activities designed will aid you in identifying the key takeaways from Geoff's strategies and help apply them to your own business and webinars. Furthermore, it'll assist in comprehending the value of continuous improvement and how to implement it.



Activity



List three ways you can make your clients feel valued and special.

What is a 'visual show bribe' according to Geoff?

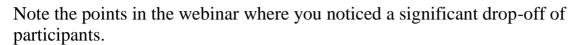


How might you	incorporate th	ne use of	visual	bribes in	your	marketing	strategy?

Recall a time when a "bonus" was shown to you in a webinar. How did it impact your decision?

Identify why your previous webinars have not converted.





How can you enhance the value offered in those points?

Geoff emphasizes the importance of split testing - explain what it is in your own words.



Have you tried split testing before? What were the results?

If you haven't, design a simple split test for your next webinar (using the points from Q11).



Why does Geoff say that webinars are beyond internet marketing tools?

How can webinars build trust and rapport with your audience?

Describe a scenario where you used webinars to offer value to your clients.



True or False: Non-converting webinars are failed attempts. Explain your answer.

Share a personal anecdote where a webinar led you to trust a brand or product more.

Fill in the blank: When a webinar is not converting, it's crucial to focus on _____.

Multiple choice: Which statement best encapsulates Geoff's approach to optimizing webinars?

- a) Split testing is unnecessary, rely on gut feeling.
- b) Invest in high-quality visuals to increase conversion.
- c) Study your audience's drop-off points and improve those areas.
- d) None of the above.

If your business was to create a "magic room," what would it look like? List its features.



Under what circumstances	might the	Magic	Room	concept	not wo	ork or	be irre	levant?

Imagine a situation where you've adopted the Magic Room concept but still don't see conversions. What potential reasons could there be for this?

How could webinars be utilised beyond their traditional context (marketing) in your business?



Cloze test: Geoff the value of split testing for continually conversion rates.
Emphasize three key takeaways you've learned from this article that you can apply in your webinars.
Develop a plan implementing Geoff's insights from this article over the next three webinars that you host.
Sentence Completion - Visual show bribes are effective in boosting webinar conversion because



Multiple Response - Choose the factors influencing whether a participant stays or leaves the webinar: webinar content, timing of the webinar, presenter's tone, brand reputation, visual graphics.

In Referring to Geoff's concluding quote, how could you provide more value in your next webinar? Discuss specific measures.