

"Your Success Is My Success"
-- Daryl Urbanski



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.

"Your Success Is My Success"
-- Daryl Urbanski



Activity

Write down what you understand by "magic room" concept.
How could the magic room effect benefits your own business?

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

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

"Your Success Is My Success"
-- Daryl Urbanski



How might you incorporate the 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.

"Your Success Is My Success"
-- Daryl Urbanski



Note the points in the webinar where you noticed a significant drop-off of participants.

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.

"Your Success Is My Success"
-- Daryl Urbanski



What aspects of your webinars could you possibly test? List at least five.

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).

"Your Success Is My Success"
-- Daryl Urbanski



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.

"Your Success Is My Success"
-- Daryl Urbanski



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.

"Your Success Is My Success"
-- Daryl Urbanski



Under what circumstances might the Magic Room concept not work or be irrelevant?

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?

"Your Success Is My Success"
-- Daryl Urbanski



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 _____.

"Your Success Is My Success"
-- Daryl Urbanski



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.