

Creating, Marketing, and Selling Your Video-Based Products

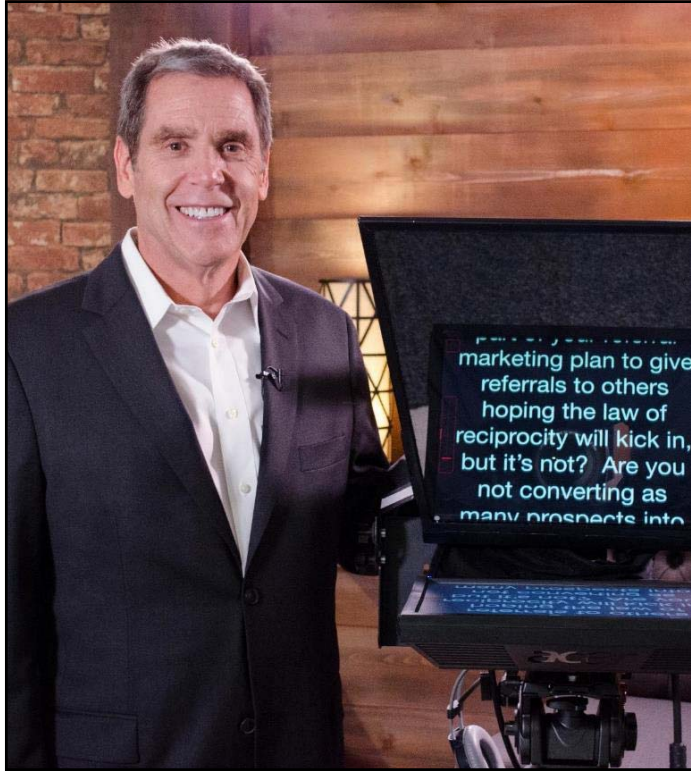


Bill Cates, CSP, CPAE

REFERRALCOACH™
INTERNATIONAL

Today's Agenda

1. Creating video-based learning products.
2. Marketing and selling what you create.

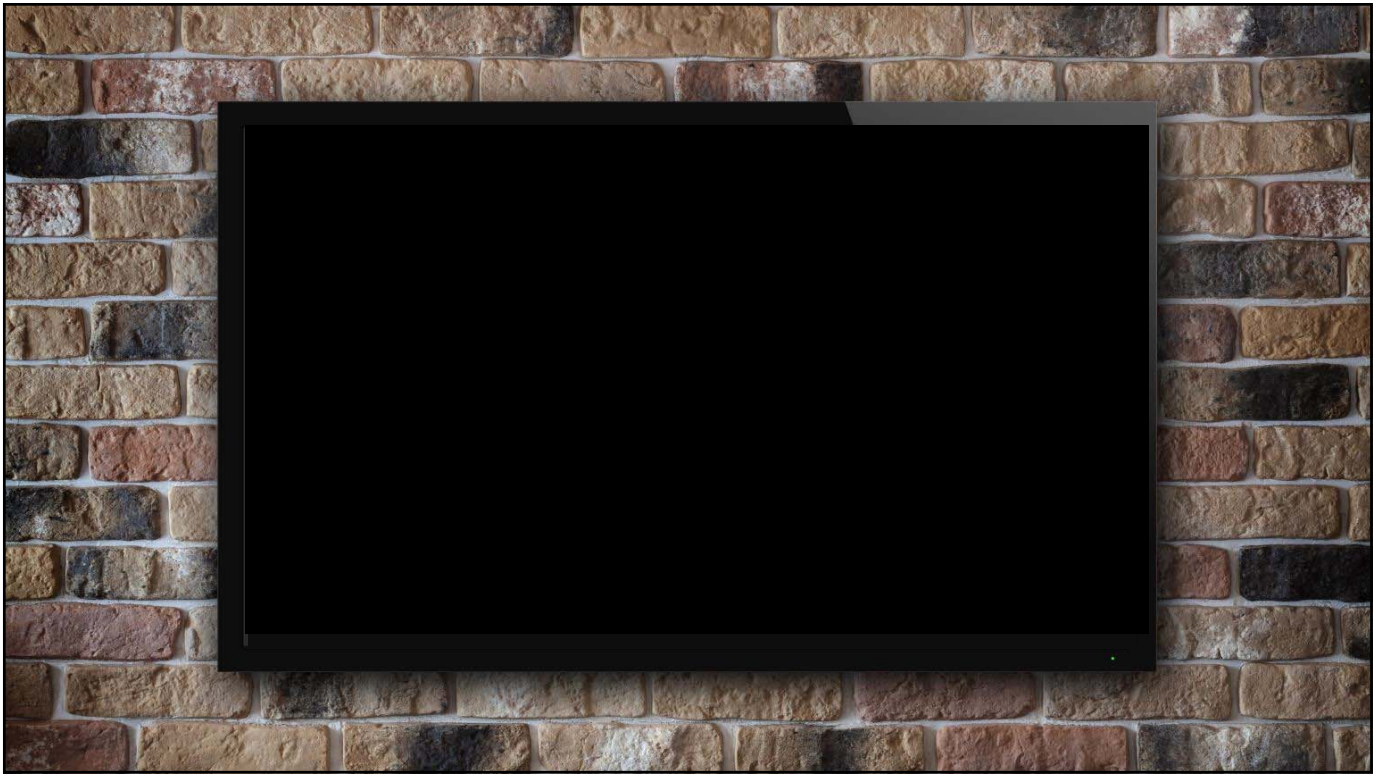


Creating Video-Based Products



Source of Your Video

- Voice Over Power Point?
- Repurposed Live Footage?
- Home/Office Studio?
- Desk?



Style of Training

- Self-Study?
- Classroom?
- Flip Classroom?

POP QUIZ

Where are you now with video-based products **for sale?**

- A. You have a robust video business?
- B. You are selling **some** video products.
- C. You have videos, but not selling.
- D. I ain't got nuttin' - but I'm here to learn.

Our FREE Short Course



Referral Spark
A Short Course in Referrals from Bill Cates, CSP, CPAE

Jumpstart Your Client Acquisition through
Referrals and Personal Introductions

PLATFORM: NewKajabi.com

Referral Spark

A Short Course in Referrals from Bill Cates, CSP, CPAE

YOUR SPARK STARTS HERE DO YOU HAVE WHAT IT TAKES? ▾ REFERRALS WITHOUT ASKING ▾ ASKING FOR REFERRALS + OBJECTIONS INTRODUCTIONS & REFERRAL PARTNERS

LESSON 3 - Become Super Referable 7% Complete

Close Your Referral Gap

What Does It Look Like? What Is It Costing You? Why Do You Have



6:43

Downloads

 AUDIO - Become Super Referable

Referral Spark

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BILL CATES

REFERRAL MARKETING SYSTEM

Downloads

 AUDIO - Become Super Referable

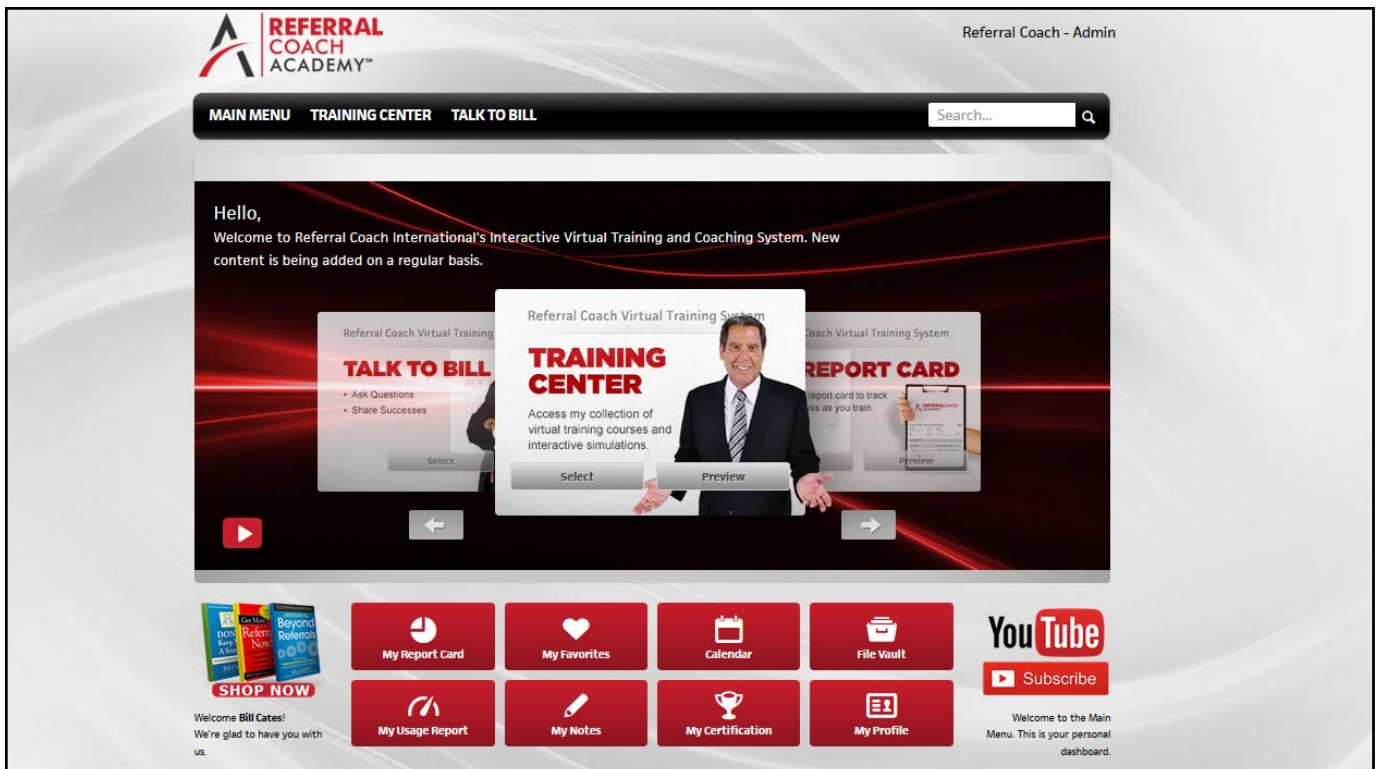
Our Full-Blown LMS



**REFERRAL
COACH
ACADEMY™**

Groups | Teams | Individuals

PLATFORM: LightSpeedVT.com



Referral Coach - Admin

MAIN MENU TRAINING CENTER TALK TO BILL Search...

Hello,
Welcome to Referral Coach International's Interactive Virtual Training and Coaching System. New content is being added on a regular basis.

Referral Coach Virtual Training System

- TALK TO BILL
 - Ask Questions
 - Share Successes
- TRAINING CENTER
 - Access my collection of virtual training courses and interactive simulations.
- REPORT CARD
 - Report card to track progress as you train.

My Report Card My Favorites Calendar File Vault YouTube Subscribe

My Usage Report My Notes My Certification My Profile

Welcome Bill Gates! We're glad to have you with us.

Welcome to the Main Menu. This is your personal dashboard.



Asking for Referrals without Pushing or Begging

V.I.P.S. Method™



REFERRAL COACH ACADEMY™

Our Most Comprehensive Online Training Platform

- Complete Learning Management System (LMS)
- Available On-Demand, 24/7
- Self-Study and Group Video-Based Training Available
- Highly Interactive and Engaging
- Track Everyone's Progress
- 60-Day Training Initiative Template
- Course for Leaders and Managers






REFERRAL CHAMPIONS.

Group Training Initiatives

- 13 Lessons (running 11-12 minutes)
- Able to Run on Your LMS or Intranet
- Downloadable Audio Files for Repetition
- Transcripts and Word Tracks Provided
- Leaders Guide to Aid Facilitation
- 60-Day Training Initiative Template
- Included in Referral Coach Academy or Available as a Separate Program


REFERRALCOACH™
INTERNATIONAL
MY LIBRARY ABOUT US



Referrals without Asking
Become Super Referable
BILL CATES
REFERRAL ACQUISITION SYSTEM

REFERRALS WITHOUT ASKING


Become Super Referable with Client Engagement - Video-Based Training Program



Requesting Referrals
Without Pushing or Begging
BILL CATES
REFERRAL ACQUISITION SYSTEM

REQUESTING REFERRALS WITHOUT PUSHING OR BEGGING


You Can Be Appropriately Proactive for Referrals and Introductions - Promote Referrals, Ask in a Genuine Manner, and Deal with Concerns and Objections



Secure Solid Introductions
Connections that Turn into Appointments
BILL CATES
REFERRAL ACQUISITION SYSTEM

SECURE SOLID INTRODUCTIONS


Create Connections that Turn into Appointments that Stick!



Create Referral Partners
Grow Your Network of COIs
BILL CATES
REFERRAL ACQUISITION SYSTEM

CREATE POWERFUL REFERRAL PARTNERS


Grow Your Network of Productive Centers of Influence



Referral Spark
A Short Course in Referrals from Bill Cates, our CEO
Jumpstart Your Client Acquisition Through Referrals and Personal Introductions

REFERRAL SPARK


A Short Course to Jump Start Your Client Acquisition with Referral and Personal Introductions



BILL CATES
rapidfire
REFERRALS
Bright & Brilliant Lessons to Keep Your Referral Fire Hot!

RAPID FIRE REFERRALS

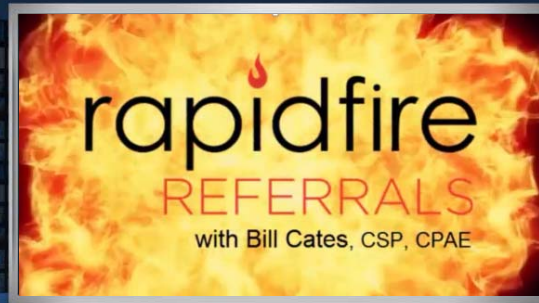
Short - Clear - Actionable Ideas



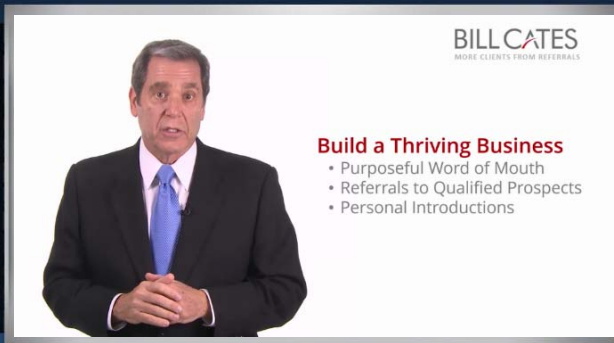
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Reinforcement Products



PLATFORM: NewKajabi.com




rapidfire
REFERRALS
THE HABIT MAKER

Reinforcement Program

- Very Short Lessons Delivered 2x Week
- Program Runs for a **Full Year** (104 Lessons)
- Downloadable Audio Files for Repetition and Reinforcement
- Transcripts with Word Tracks Provided
- Make Great Mini-Training Sessions
- Included in **Referral Coach Academy** or Available as a Separate Program

REFERRALCOACH®
INTERNATIONAL

MY LIBRARY ABOUT US Q 

Your members don't

Bill Cates' rapidfire REFERRALS

CATEGORIES

- Ignite Your Referral Fire**
Bill Cates, CSP, CPAE
- Week 1**
Forgotten Gold
- Week 2**
Low Hanging Referral Fruit

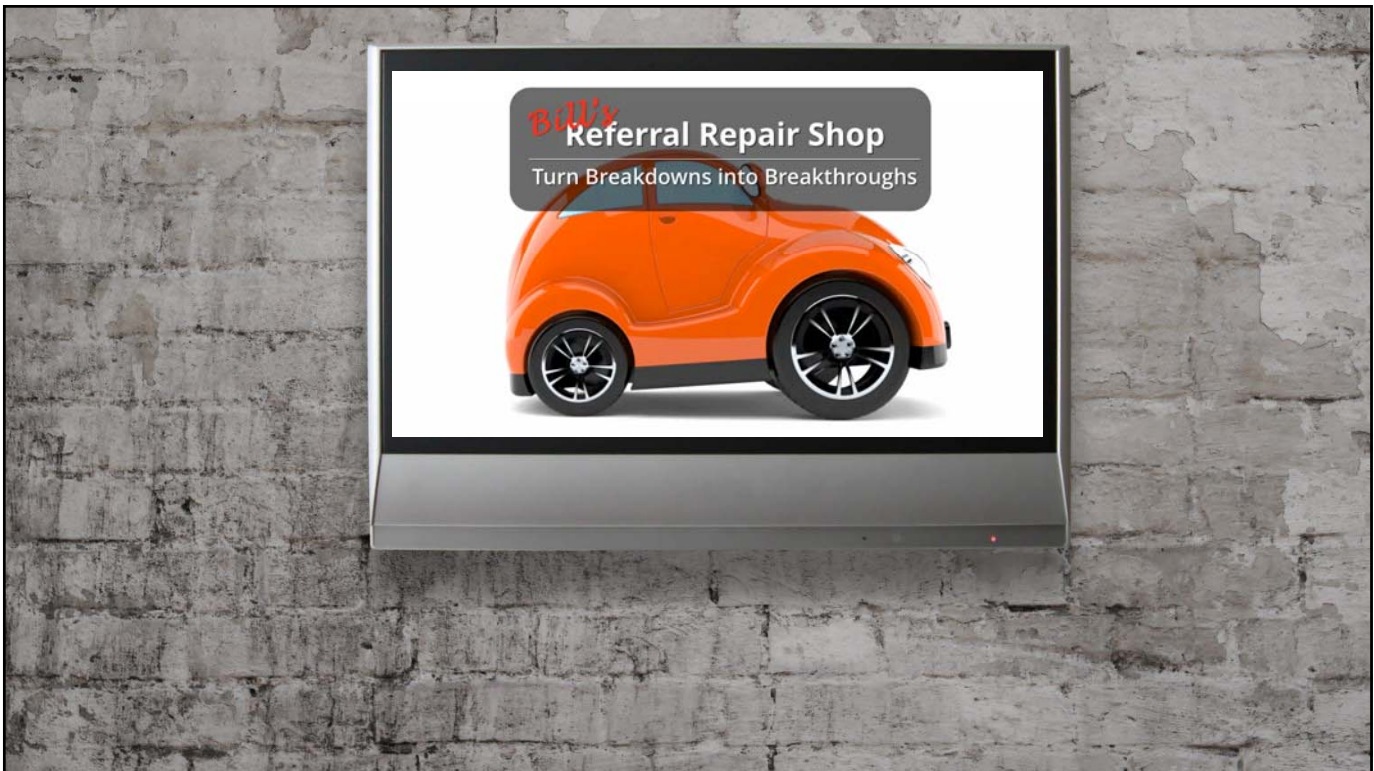
Reinforcement Library

Bill's Referral Repair Shop
Turn Breakdowns into Breakthroughs

Get Back on the Road to More High-Level Clients

REFERRALCOACH®
INTERNATIONAL

PLATFORM: NewKajabi.com



Team Discussion

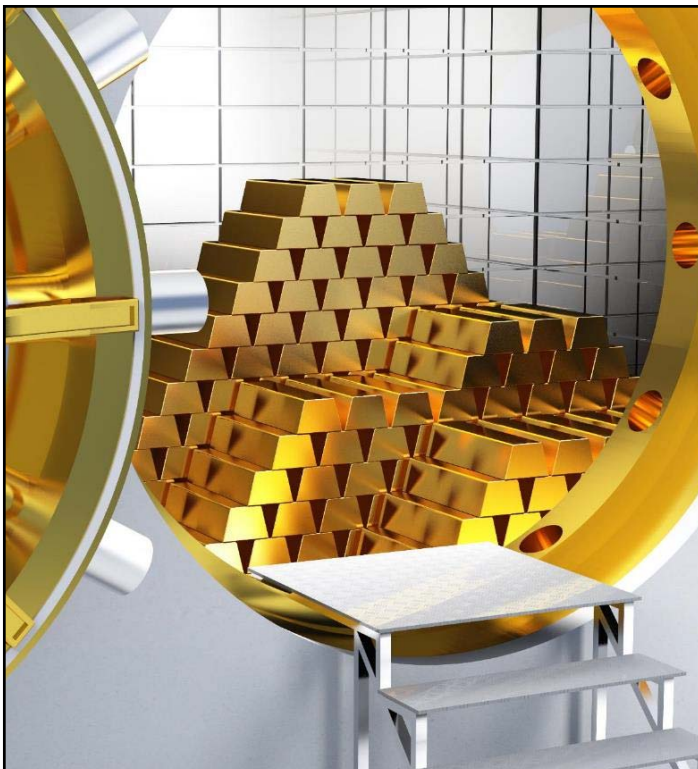
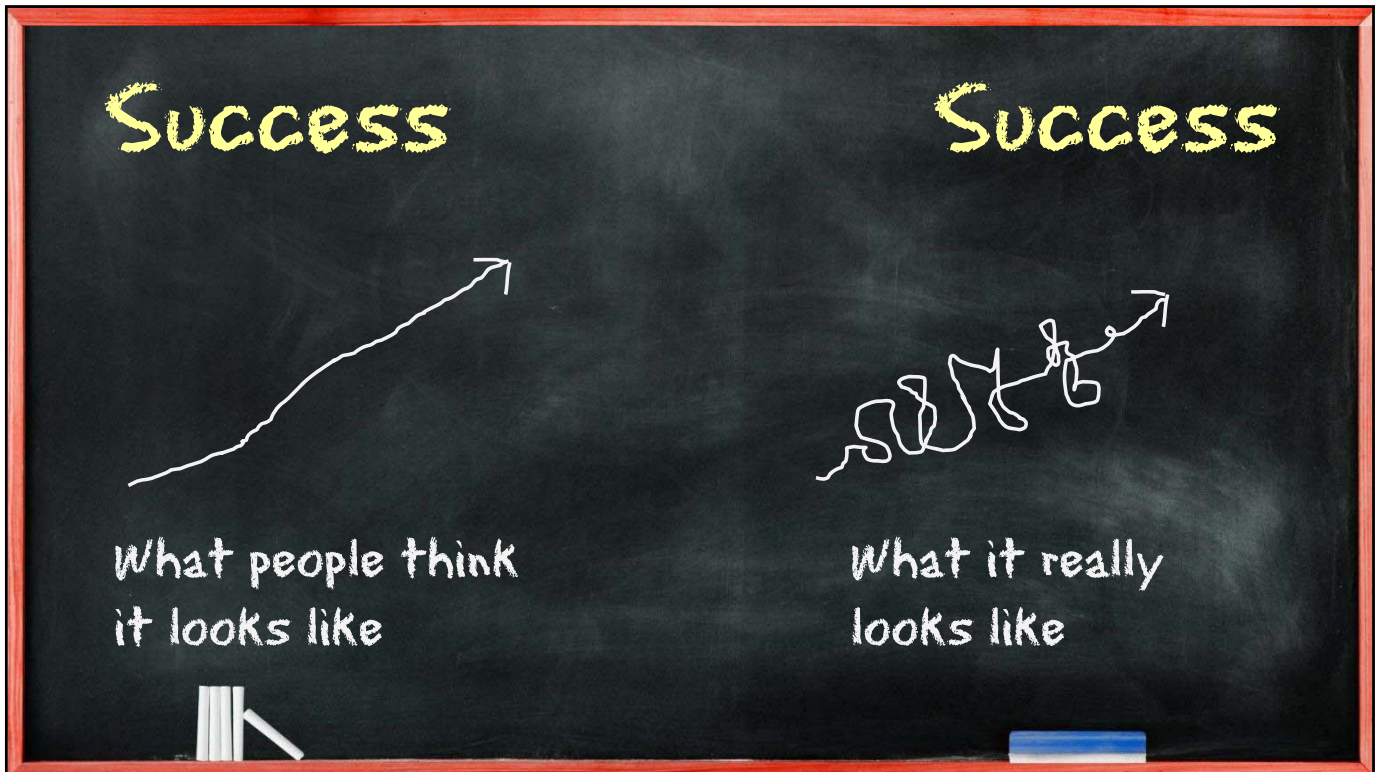
CREATING YOUR PRODUCTS

1. What's working for you in this area?
2. What's your biggest challenge?
3. What's your biggest opportunity?
4. What questions for Bill / the group?



Selling Video-Based Products





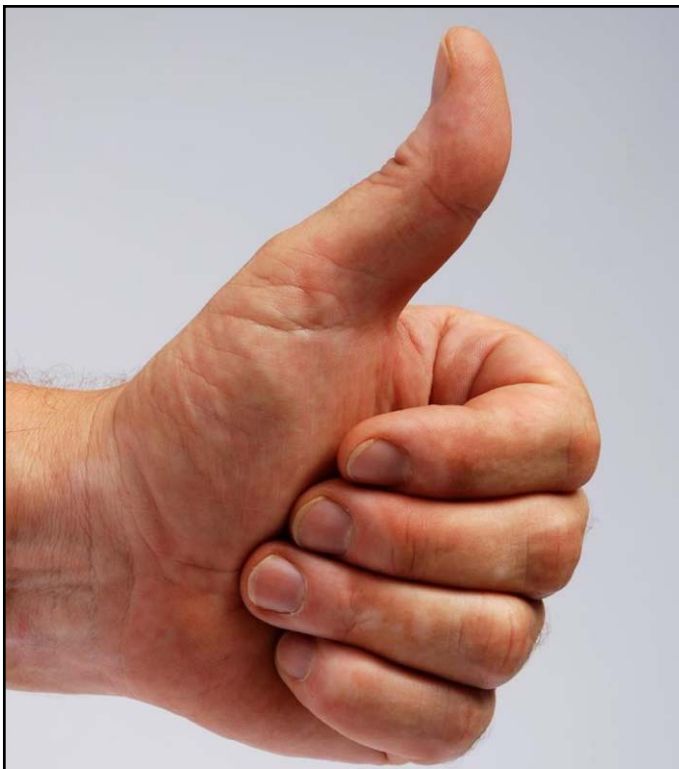
Enterprise Sales (B2B)

- Part of a Larger Package
- After a Speech
- Not Connected to Speech
- Licensing Deals



Keys to Robust Sales

- Solves a Clear Problem (Preferably Tied to Dollars)
- High-Quality Production
- Value Proposition
70% Benefits / 30% Features
- Clear Marketing Plan (Including Pre-Sales)
- Solid Reputation in a Niche
- Ability to Sell



Sales Ideas to Consider

- Stop booking speeches.
- What is their objective?
- How will they know they've hit it? How will they measure?
- What is their plan to reinforce your message?
- Use online demos and provide demo access.



What is licensing?

HELLO, I AM...

**GOING TO
MAKE YOU
RICH!**



What is licensing?

The Right to Use Your IP

- Clearly defined group
- Clearly defined geography
- Clearly defined time frame



What do you charge?

"How much do they have?"



CatesLicenseAgreement.com

The Agreement

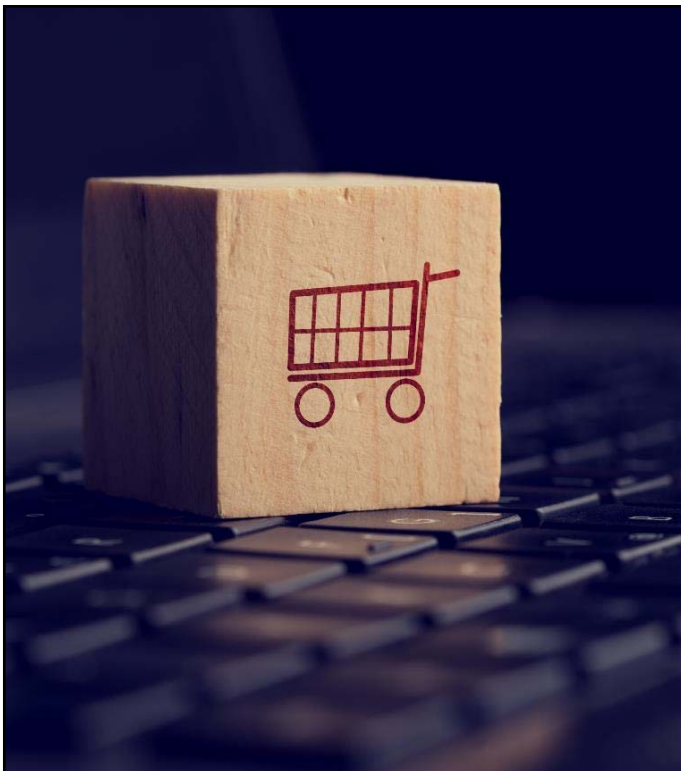
Things to Consider

- Who picks the trainers / facilitators?
- Crystal Clear SOW
- Payment Terms
- Who Owns the Rights?
- How is it terminated and what happens next?
- Self-Renewing Contract?



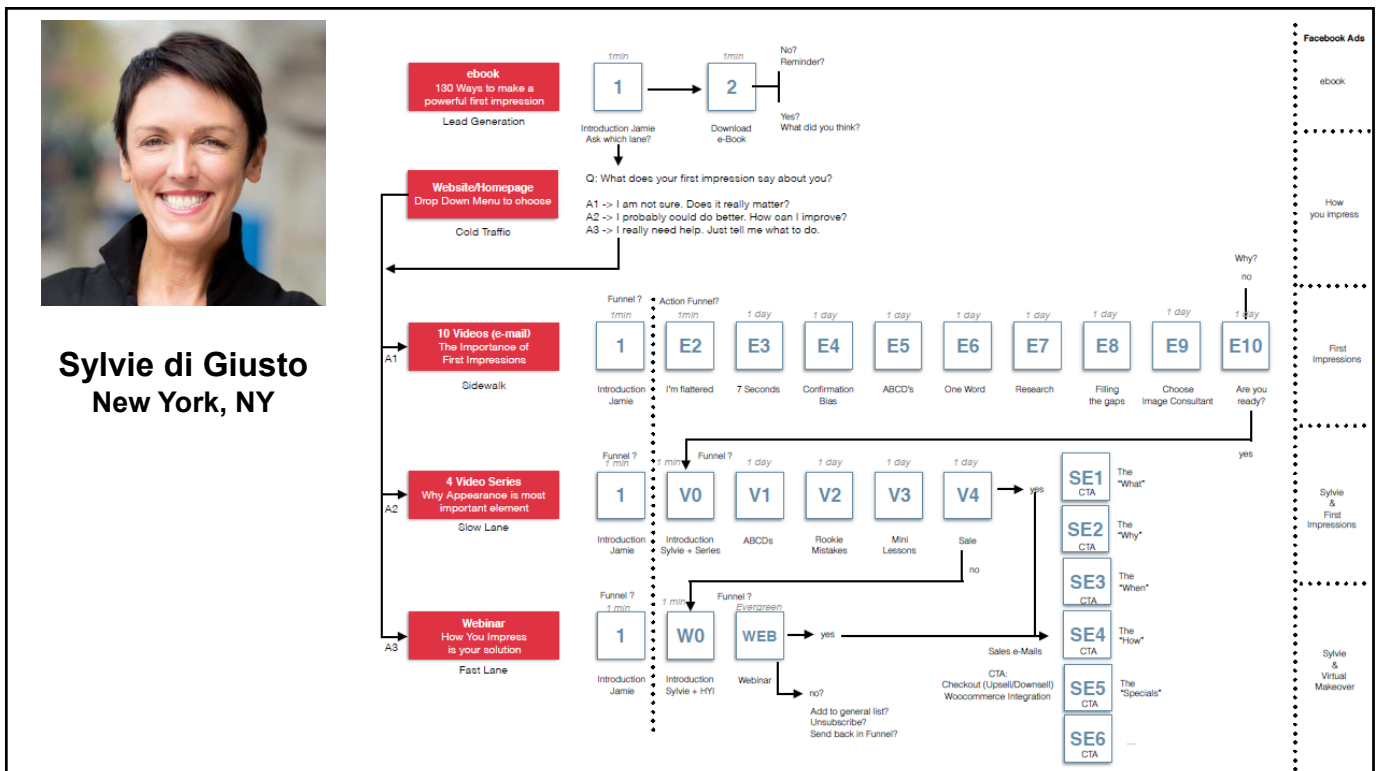
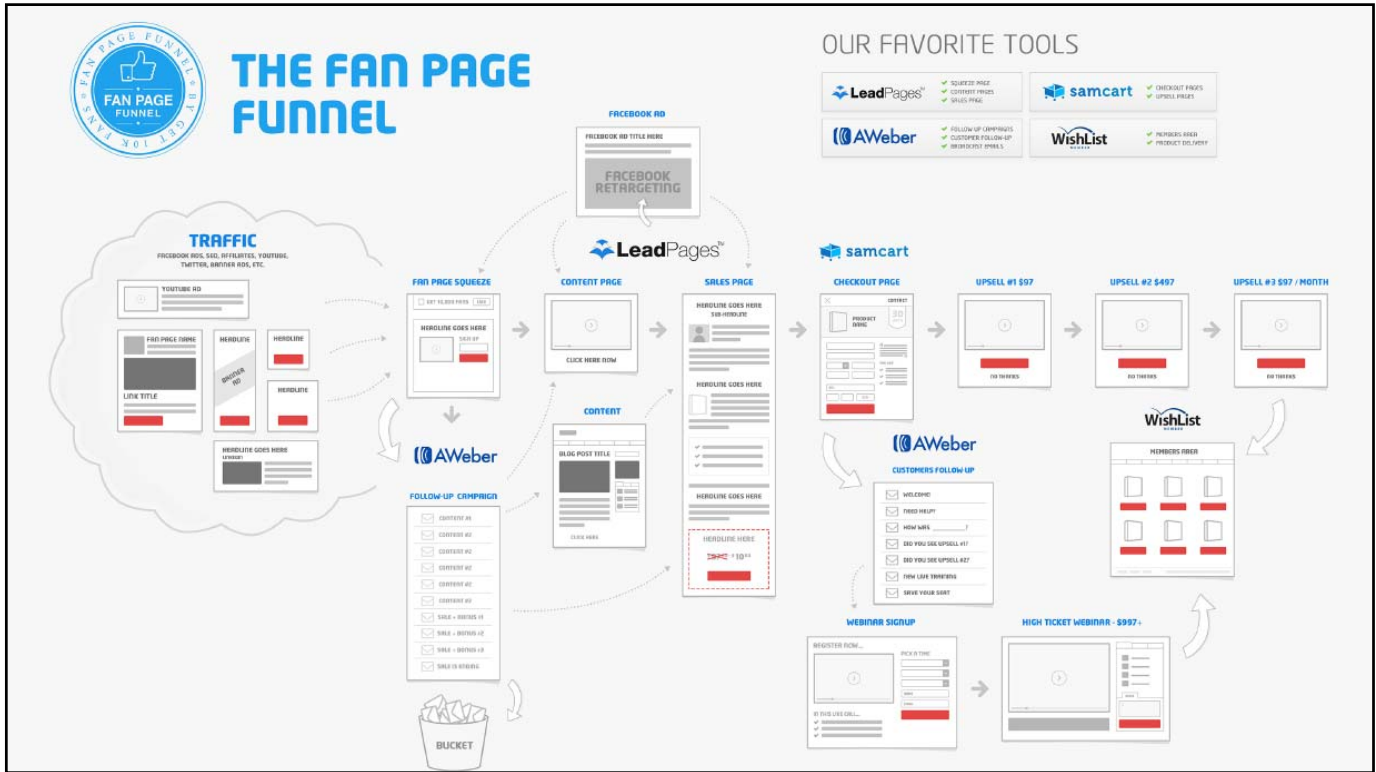
Individual Sales (B2C)

- Part of Coaching
- Back of the Room
- Webinars
- Sales Funnels



Individual Sales 101

- 70% of Focus on the
 - benefits
 - solution to problem
 - opportunity created
 - transformation
- 30% of Focus on how the product is delivered
- Offer a variety of consumption modes
- Use individual sales pages
- Create a Sales Funnel >>>



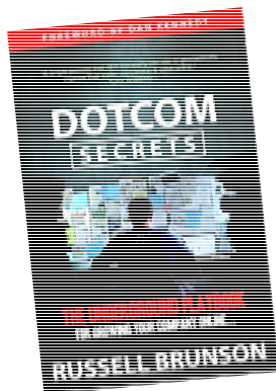
Bill Cates' Simplified B2C Marketing Funnel



Additional Elements

1. Auto-Responders to continue to upsell after they quite the funnel.
2. Consumption Series of auto-responders to get them to “consume” the program.

Russell Brunson ♦ Click Funnels



ExpertSecrets.com/freebook

DotComSecrets.com/freebook



Webinar Selling

- Must feel comfortable
- Turn on your webcam
- Offer about 2/3 in and then again at the end
- Less content is better
- Free? Tripwire?
- Hard to sell to someone else's tribe

Team Discussion

SELLING YOUR PRODUCTS

1. What's working for you in this area?
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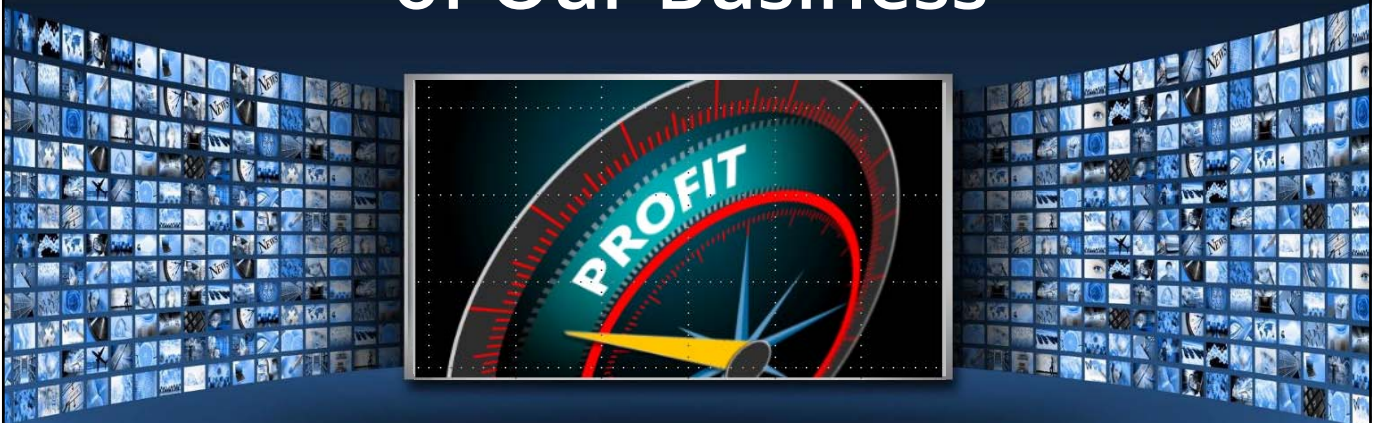


Knowledge is

Worthless



Video is NOT the Future
of Our Business



Video IS Our Business