

How To Conduct A Successful **INDEXALYZER™** Webinar

To conduct a successful webinar for this program, we first have to define success. There are several aspects of a successful webinar.

- The number of “Sign-Ups”
- The number of “Attendees”
- The ratio of “Existing” vs “Prospective” agents
- The duration that the attendees stay on the webinar
- The number of Indexalyzer.com subscriptions obtained:
 - The day of the webinar
 - Within 10 days after
- The number of new agents recruited

The following are steps you need to take to increase your chances of success in all the above categories.

Step #1 – Set the date and time of your webinar at least 25 days prior. That way you will have a solid 14 business days to market for it.

Step #2 – Identify 2 separate databases to market to. The first being your existing agents and the second will be agents you want to recruit.

Step #3 – Follow the 24-day marketing plan explained below **EXACTLY HOW IT IS LAID OUT!** It is best to start your marketing on a Thursday and conduct your webinar on a Tuesday around the middle of the work day for the largest time zone you are marketing to.

DAY #1 / /	On a Monday – Call the Index Resource Center and book a time for the Tuesday 3 weeks from tomorrow with their staff. Schedule the webinar in Zoom/GotoMeeting/JoinMe whatever you like to use and copy the link information and email it to the Index Resource Center at: indexalyzer@gmail.com so they can set up your splash page. If the Index Resource Center is setting up the webinar, they will automatically set up the splash page. This will take a minimum of 48 hours to receive the splash page link from the Index Resource Center.
DAY #2 / /	Meet with your Marketers and be sure they know the content, date and time of the webinar and demand they personally invite every agent they talk to over the next 22 days. Purchase a two \$25 Visa gift cards.
DAY #3 / /	Receive the link for the splash page from the Index Resource Center. Add the link, time, content and date to your website. Add (or update) a quick blurb about the webinar, including the date and time (don't forget Time Zone) to the Email Signature of all your Marketers. Open the “Indexalyzer Webinar Marketing” Word document (if you do not have it, log into your account on www.indexresourcecenter.com and download it). Copy the link you received from the Index Resource Center and paste it into each marketing piece. Update the date and time of the webinar in each marketing piece.
DAY #4 / /	Send out “Invite Email #1” to both databases. Check for registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #5 / /	Send out “Text Blast Invite #1”. If you are not using this technology, go to https://go.eztexting.com and start using it. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #8 / /	E-mail all your Marketers and remind them to talk about the webinar on every call. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #9 / /	Send out the “2 Week Reminder” email to all agents that have registered. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #10 / /	Conduct your first “Marketer Blitz Contest”. Offer the first \$25 Visa gift card to the Marketer that registers the most agents by the end of the day. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #11 / /	Send out “Invite Email #2” to both databases. Encourage your marketers to continue to talk it up. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #12 / /	E-mail all your Marketers and remind them to talk about the webinar on every call. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #15 / /	Send out “Text Blast Invite #2”. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #16 / /	Send out the “1 Week Reminder” email to all agents that have registered. Check for registrations and send out a personal thank you email and remind them to add it to their calendars. Send out “Invite Email #3” to both databases. Encourage your marketers to continue to talk it up. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars. Meet with your Marketers and have them block time in their calendars for the afternoon next Tuesday (Webinar Day), and Wednesday all day to make calls to the attendees (if necessary).
DAY #17 / /	E-mail all your Marketers and remind them to talk about the webinar on every call. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #18 / /	Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #19 / /	Send out the “Webinar Next Tuesday” email to all agents that have registered. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars.
DAY #22 / /	Conduct your second “Marketer Blitz Contest”. Offer the second \$25 Visa gift card to the Marketer that registers the most agents by the end of the day. Send out the “Webinar Tomorrow” email to all agents that have registered. Check for new registrations and send out a personal thank you email and remind them to add it to their calendars. Repeat the activity from DAY #1 for your next webinar.
DAY #23 / /	First thing in the morning, send out the “Webinar at ??:?? O’Clock Today” email to all agents that have registered. Also, in the morning, send out the “Text Blast Reminder”. CONDUCT THE WEBINAR! Immediately after the webinar finishes, send out the “Thank You For Attending (Existing Agents)” email to all the existing agents that attended. Also, immediately after the webinar finishes, send out the “Thank You For Attending (Prospective Agents)” email to all the agents that attended but are not currently contracted with you. After the webinar, distribute the list of the agents that attended to your Marketers so they can immediately call them for feedback and to encourage them to subscribe to www.indexalyzer.com . This is also a great time for them to recruit the agents that are not currently contracted with you. At the end of the day, repeat the activity from DAY #2 for your next webinar.
DAY #24 / /	Repeat the activity from DAY #3 for your next webinar. Email all your Marketers and remind them to complete their calls from the list they received from the previous day’s webinar. Send the “Sorry We Missed You” email to all the agents that registered for the previous day’s webinar but did not attend.