



**StealthSeminar**

**GEOFF RONNING**



**7 FIGURE AUTOMATED** WEBINAR CASE STUDY:  
RUSS RUFFINO

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*There have been many highly esteemed business owners who've come to use Stealth Seminar over the years to build extraordinary businesses – the kind of businesses hundreds of thousands of men and women looking to launch something of their own dream of.*

There is however, a very special reason I chose to focus on Russ Ruffino for this case study. Russ has succeed with the use of automated webinars in a very competitive industry - he's a marketing consultant.

But unlike so many other marketing consultants out there, Russ leveraged a potent combination of a perfect traffic channel for his message and the perfect vehicle to turn cold leads into paying customers (not to mention raving fans).

Here's the other reason I put together this case study for you - a while back [Russ Ruffino appeared on John Lee Dumas' EO Fire podcast.](#) When the interview came around to Russ having to recommend an indispensable business tool, he recommended Stealth Seminar.

***I COULDN'T BE MORE HONORED.***

But then one of those “good problems” happened - we got flooded by EO Fire listeners who wanted to know more about what Stealth Seminar can help them do and how we can help them use it like Russ did.

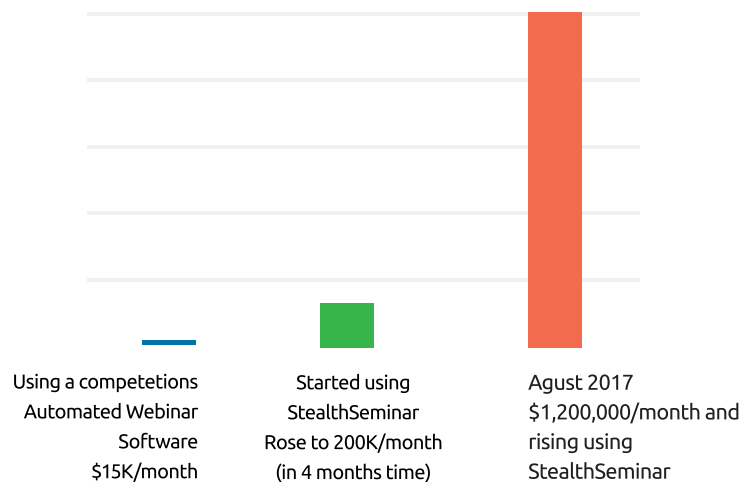
It got to the point where I was spending hours on email and Skype and we needed to take a different approach to showing prospective Stealth Seminar users how they leverage the power of automated webinars.

This guide is designed to answer the most common questions we received in the exact order you should approach using automated webinars to build a lucrative business.

One thing: just because we assembled this guide to answer the most common questions, doesn't mean you can't send us more questions - we welcome them, so if anything does come up as you go follow through this training, [please feel welcome to reach out.](#)

Before we dive right in, I wanted to share with you a diagram that shows the explosive growth of Russ' business as he started using Stealth Seminar's automated webinars:

**COMPARING RESULTS WITH  
COMPETING AUTOMATED  
WEBINAR SOFTWARE PROVIDER**



**CURRENTLY WITH  
STEALTHSEMINAR:  
AUGUST 2017**



**Now, let's take an inside look at how Russ maximized the full potential of Stealth Seminar to build a 7-figure business and how you can apply his strategies to optimize your own business.**

1

**“EVERYONE’S  
TALKING  
WEBINARS –  
AREN’T THEY  
GETTING  
OVER-HYPED?”**

In all honesty, I understand why people are asking that question.

Like pretty much everyone else, I also happen to have a Facebook account. I see the many different players who suddenly appear and have something to sell.

If you spend any amount of time on Facebook and you’re an entrepreneur (which you obviously are since you’re reading this), FB is showing you ads by many entrepreneurs who figure they have something to offer you.

This is where the webinar comes in.



**Webinars are what make the big difference between those you see around for a short while and those who you start to hear about everywhere.**

Now, before we get into the brass tacks of using webinars, we first need to address where you to find the IDEAL traffic to your automated webinars.

**LET'S TAKE A LOOK AT ONE OF RUSS' HUGEST CHANNELS TO SUCCESS - TWITTER ADS.**

- Think about that for a moment...Twitter - only 140 characters of information to get a relationship started.
- In a world that is short on trust, one would figure that Twitter really wouldn't be the greatest place to start a relationship that would lead to a 4-figure sale, right?

# 2

## “WHAT’S THE SECRET TO GETTING PEOPLE ON MY WEBINAR?”

Picking up from where we left off in part one, trust starts by choosing the right traffic channels. For Stealth Seminar, we get our best results from Google Adwords and Facebook.

While Russ is more partial to Facebook today, his big initial push for **Clients on Demand** came from Twitter Ads, which he was capable of micro-targeting to his ideal audience for several months.



Russell Ruffino (@RussRuffino)

Did your business grow as quickly as you wanted it to? If not, you can do something about it. #WednesdayWisdom [clientsondemand.com/wednesday](http://clientsondemand.com/wednesday)



It worked because Russ understood this platform through-and-through and the way people use the platform. That’s how he got the best results Twitter Ads had to offer. On the other hand, he couldn’t pull the same magic with Instagram.

While Twitter and Instagram are very similar in ways, it’s not surprising that a successful campaign on one platform doesn’t translate to the other.

**What this means is, be ready to experiment with different platforms to see which holds to most potential for you and be sure to understand WHY and HOW people use the platform you advertise on.**

Second, you need to stay consistent with the promise you made in the ad you ran, and make sure the promise is clearly emphasized on your landing page.

Did you promise to show your audience how to run 10 mph faster?

**THE PAGE THEY LAND ON AFTER CLICKING ON YOUR AD MUST REPEAT THE PROMISE.**

No ifs, ands or buts about it - repeat your ad's promise boldly, but in a variety of ways.

With that said, the stage is now set - you've stated your promise of what they'll learn from your webinar in both your ad and your landing page.

**NEXT?**



Well, you'll have to deliver on your promise, of course ... or risk fading into obscurity like countless others whose ads you see for about two weeks and never hear from again. One of the leading causes of fading into obscurity is a lack of webinar attendance.

**STEALTH SEMINAR IS THE FIRST AUTOMATED WEBINAR PLATFORM TO PIONEER A FEATURE THAT IS RESPONSIBLE FOR TURNING THE AVERAGE WEBINAR ATTENDANCE RATE OF 34% TO A WHOPPING 80%.**

**How is that possible?** By introducing webinar hosts to the 'Just In Time' feature. Ever sign up for a webinar and be given the option to join the next scheduled presentation within 60 minutes?

That specific feature was key in boosting attendance rates for cold traffic. It's the best way to ensure you stay top of mind with your new traffic and protect your investment.

3

“ **AREN'T LIVE WEBINARS A BETTER OPTION?** ”

**THIS IS A YES AND NO ANSWER.**

Let's start with the **YES** first: if you have an existing group of paying clients that you present webinars to, then, **yes**, live is totally the way to go. This way, they can ask pertinent/valuable questions that benefit the entire paying community attending your presentation.

**AND NOW, LET'S  
ADDRESS THE NO:**

Until you turn a prospect into a paying customer, what you owe them is what you promised they would learn in your webinar.

**HENCE WHY AUTOMATION IS A  
GREAT WAY TO:**

- 1.** Establish trust by presenting valuable content that non-clients can implement
- 2.** Perpetuate brand awareness on auto-pilot
- 3.** Have prospects schedule themselves for consultations

The reasons you see above will not change, hence why automation is the reason automation makes so much sense...and brings me back to my own experiences of growing a business through a webinar.

Repeating the same thing over and over again will bring in money if your webinar is on point, but will burn you out over time. Guaranteed.

4

“

## IF MY WEBINARS ARE AUTOMATED, HOW DO MY CLIENTS TAKE ACTION?

The screenshot shows a scheduling interface for a service titled "Breakthrough Session". It includes a calendar for January 2017 and a "Next" button.

1 Service: Breakthrough Session

2 Pick a date and time

Duration: 60 minutes Your time zone: United States; Ea... (GMT-5:00) (Change)

January 2017

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Click on dates in white cells to see available times

←

Next

The majority of webinars have a **“Call to Action”**, meaning we want our clients to take action. It may be to buy something right away or it could be to make an appointment. If the action they take is to buy something right away, they’ll click on a graphic or text of your choosing, which appears at the time you want it to.

**IF YOU WANT YOUR WEBINAR ATTENDEES TO SIGN UP FOR A PHONE CALL LIKE RUSS RUFFINO, THEN YOU CAN USE SOMETHING LIKE THIS:**

What you see in the image above is the very call-booking software Russ uses to book calls with prospects interested in becoming clients.

Here's something you really need to know right now - selling anything above **\$2500** via a webinar gets challenging, no matter how good your presentation or promise happens to be.

Scheduling calls where you can assess prospective clients on a personalized, one-on-one basis is key to successfully selling products or services with a four-figure price tag.

5

“

## **WHAT'S THE BEST FORMULA FOR SUCCESSFUL WEBINARS?**

There are a lot of different webinar formulas out there and Russ has an ideal one. If you haven't taken the time to watch one of his webinars (especially the one for Clients on Demand) completely through without distraction, it's time that you do.

As mentioned before, one of the central purposes of a webinar is to quickly establish trust by demonstrating your expertise and your authority.

That's where storytelling comes in. By storytelling, I'm not telling you to make stuff up - but talk about yourself and the plight that took you to where you are now in the form of a story that your clients can see themselves following.

See that diagram? That is the core concept for all of your favorite movies. It applies just as equally to your own life as it does to a Hollywood script, and it's the formula that best ensures people will give you their attention.



# 6

“

## **RUSS RUFFINO'S FORMULA FOR SUCCESSFUL WEBINARS?– PART II**

This part is totally inter-linked to the storytelling part of your webinar.

The story's role is to set up a climate of relatability - the kind of relatability that establishes trust because your webinar attendees feel they are getting to know you, can understand you and are in synch with what you're about.

### **THAT'S WHERE THE TRUST IS BUILT.**

Leveraging that trust with what are called 'Yes Sets' is where the magic is made.

First, what are Yes Sets? They're questions that are specifically designed to elicit a 'yes' from your potential clients.



**Example: “If your boss yells at you for no reason, day-in, day-out and is clearly driving up your blood pressure, would starting your own business be the most logical solution for you?”**

No rational individual would say ‘no’ to that question.

The person you are asking this kind of question to is silently begging for you to lead them to the solution to their problem...

**...SO GIVE IT TO THEM - RIGHT IN YOUR FIRST WEBINAR. I’M NOT KIDDING. YOU MIGHT BE THINKING, “HOW WILL I EVER MAKE MONEY IF I DO THAT?”.**

I understand.

But **THIS** particular approach will give you clients like you can’t believe. One of the secrets behind this is that;

**A.** you put them in a position where they can afford to pay premium prices for your offers...

...and

**B.** you establish yourself as the definitive authority in your field.

To tell you how to do it best,  
let me borrow a formula from  
the great Gary Bencivenga:

**URGENT PROBLEM:** Remember that they found you because they were looking for you.

**UNIQUE PROMISE:** If they were looking for you they were looking for a solution.

**UNQUESTIONABLE PROOF:** Show them you gave others the solution.

**USER-FRIENDLY PROPOSITION:** Put the risk on your company and not on them.

## **CONCLUSION:**

As you can see, putting together a webinar that can produce what Russ calls 'Clients on Demand' really isn't complicated.

What you have to do is carefully go through each part of this guide and apply it to your presentation:

- 1.** Choose the traffic channel that will work best for you. Determine WHY and HOW people use that traffic channel to find a solution to their problems...this will help a great deal in deciding what content to put in your webinar.
- 2.** When you schedule the deployment of your webinar in Stealth Seminars, always use the 'Just In Time' a feature which allows up to three time options the first being at the top of the next hour. We've found that this leads to the highest attendance rates (we're talking rates as high as 80%).
- 3.** If you're selling something worth more than \$2500, it's strongly advised that you schedule a call to close the sale. You'll need scheduling software, I prefer, as does Russ, ScheduleOnce.com.
- 4.** Establish trust as quickly as possible - nothing does this better than a story.
- 5.** Qualify yourself while qualifying your prospects; this is where you establish what you bring to the table while making clear who you'll work with, which is very important as not all prospects are equal.

There you have it -- Five simple (and proven) steps to creating an effective webinar. Pretty exciting isn't it? To get you started, I've prepared a special offer, so that you can succeed with your first automated webinar...

**When new registrants join Stealth Seminar, they have to pay a one-time setup fee of \$197, which does not include the cost of their first month of service.**

This fee is charged so that my team can devote the time necessary to help you get everything setup correctly (even though Stealth Seminar is very easy to use, we want to be there for you should you need any help.)

Not too long ago, I chose to test a setup fee of only \$97 and response to the lower rate has been phenomenal. I really couldn't think of charging anything less than the \$97 setup fee as my team's time is valuable.

However, if you've read this far into the Case Study, you've shown me that you are indeed serious about taking a shot at duplicating the jaw-dropping success Russ Ruffino has experienced with webinars.

# *Special Limited Time Discount for Case Study Readers!*

I'm waiving your setup fee – instead of paying the standard fee of **\$197.00** or even the discount fee of **\$97**, we'll get you started on your first automated webinar, for **\$69.95**...and my team will still be there for you **100%** if you have any questions.

