


The background of the slide is a blue-tinted photograph of a desk. On the desk, there is a smartphone, a black pen, and a calendar. The calendar shows the date '14' and some text that is partially obscured. The overall aesthetic is professional and business-oriented.

Highest Converting Webinar Registration Schedule

Cheat Sheet

Up-to-date Data for Cold Traffic

By Geoff Ronning
StealthSeminar.com



Welcome. My name is Geoff Ronning. I'm the Co-Founder of **StealthSeminar.com** Webinar System.

I have had a front row seat and advisory role to webinars happening around the world with my Webinar Formula, Webinar Prosperity Blueprint and on our Webinar system, Stealth Seminar. I have observed over 19 million webinar attendees from all different types of industries and geographic regions.

When you get that insight it gives you amazing data that allows you to get an unfair advantage. Now with this download, you have an unfair advantage. Use it and profit.

I wish you successful webinars.

- *Geoff Ronning*

Introduction

One of the many challenges of offering webinars is maximizing the attendance. Only by knowing the optimum registration day and time can you succeed.

The data in this cheat sheet is based on years of webinar consulting with individuals around the world, as well as research from the most popular automated webinar system running - StealthSeminar. The following schedule is for automated webinars. Use this cheat sheet and profit.

“ I invested five figures in working with Geoff Ronning and made a 300-400% positive ROI within less than a week. If you want to do Webinars that make Big \$\$\$ - Geoff has the 'in' on the business. In fact, he invented the Automated Webinar model. ”

- *Kevin Nations*

“ CRAZY. I just sold out my High End Coaching Club with StealthSeminar and a webinar Geoff and I made in one night! ”

- *Ben Cummings*

Warning

This cheat sheet is specifically for cold traffic. That means any traffic you drive to your registration page via PayPerClick, JV mailings, Banner Ads, etc. To determine the best time and day for warm traffic, it takes more consideration of your individual market. Therefore, I could not provide a cheat sheet for that. However, if you want help, contact me.

Situation

One of the many powers of webinars is that it is an event-based activity. That means the attendee will make time to consume your message, and it is the significant difference from any other online promotion.

With videos, blogs, podcasts, articles, etc. many people have great intentions of returning to consume your content but get swept away in another direction to never return. With webinars, if they are interested, they must consume the content at the time it is offered. They have no choice. They either attend and get the content, or miss out. That makes your consumption of the materials much higher.

The Typical Webinar Attendee

Show Up Rate

The average attendee show up rate for webinars is 34%. It's a challenge getting people back to a webinar they have registered for. Many people register for the webinar, but then days go by prior to the webinar and the vast majority of them do not make it back.

Now, I have solved that issue!

And solved in a way that makes sense, not looks cheesy. Allow me to introduce you to the highest converting webinar schedule that gets...

Approximately a 50% Actively Engaged Webinar Show Up Rate!

That's right. The following Webinar Schedule gets approximately a 50% show up rate.

Now I know how to take just about any webinar and make it a huge success by increasing the persuasion, improving the stick rate, adding thrilling presentation strategies, etc. But this is one little thing you can do on your own, with huge returns. This webinar schedule I named: **JIT** (Just in Time). I analyzed over 7 million registrants to determine the highest attendance rates.

Let's look at the details...





Highest Converting Webinar Registration Schedule

3 Attendee Registration Page Date/ Time Options:

- 1. Top of the next hour**
(looks like it's offered once today)
- 2. 11:00 am tomorrow**
(looks like it's offered once tomorrow)
- 3. 7:00 pm the day after tomorrow**
(looks like it's offered once the day after tomorrow)

Keep In Mind

Have you seen that schedule? Have you visited a webinar registration page that was using it? Well then, you know how successful my schedule is. And keep in mind that it's continually updated each day.

- If you visit the webinar registration page at 8:30am, the webinar starts at 9:00am.
- If you visit the webinar registration page at 11:15am, the webinar starts at 12:00pm.
- If you visit the webinar registration page at 3:50pm, the webinar starts at 4:00pm.
- If you visit the webinar registration page at 6:20pm, the webinar starts at 7:00pm.

And yet, it always looks like you are only offering one webinar a day.

Detailed Explanation and Why it is so Powerful

The following are details on the suggested schedule as well as my own experiences as to why the schedule is so powerful. I will number them matching the times above.

1) Top of the next hour

Top of the next hour is great if you are driving cold traffic to your webinar registration page because in all likelihood, they have time available currently or they would not be surfing the net. In addition, many people want immediate gratification, but we still want to keep the event based nature of the event intact.

By offering the top of the next hour, it looks like the visitor is just in time for the webinar that is provided today. In addition, by immediately allowing them to register and be dropped off at the webinar countdown page, we take all email communications out of the picture. So even if the registrant put in a bad email address, they still are deposited on the webinar page and ready to go. Plus, that webinar page is occupying their computer screen now.

Obviously, if the time is at the top next hour, the webinar registration page is updating automatically to always adjust itself. This means that while it looks like the webinar is being offered once a day, it is really several times a day, at the times that are most convenient and suitable for that cold traffic to consume the event.

2) 11:00 am tomorrow

Although we are hoping the visitor to the registration page has time for the top of the next hour, we also allow for that to not be the case. Therefore we offer an option for tomorrow.

3) 7:00 pm the day after tomorrow

And if the current top of the next hour is out of the question, and tomorrow am will not work, we also offer an alternative of the day after tomorrow in the evening.

In Closing...

I have been running automated webinars since 2008 and been consulting for years on automated webinars. I have been helping people do amazing things. Daily I hear from individuals getting big results that are changing their businesses and lives. These things are not difficult. They don't take much time. However they do take personal interaction.

This schedule is something you can do alone. By offering these three time options we are maintaining a real event based schedule and serving a lot of options for your prospective registrants without looking like we are offering the webinar 36 times in the next 3 days.

Feel free to contact me with any input, thoughts or questions, or to request a discussion on how I can help you have more success with your automated webinars.

I wish you much success with your webinars!

- Geoff Ronning

Visit StealthSeminar.com Today!