



Dale Lars Anderson Presents...

“Cashing in on the webinar craze without actually having to do any webinars!”

This is a little sneaky and you need to make sure you have the right permissions to do this but I know several marketers who are doing this to great effect.

One of the key ways that many newcomers are told to start out, is to find an expert and interview them.

You've heard that or maybe even done it yourself right?

The problem now is that interviews are old hat and for the most part they're impossible to sell any more

Their perceived value has dropped through the floor (saturation) and now it's even stopping being effective using them as bait for squeeze pages.

Webinars on the other hand are HOT.

I've done webinars and they're not my favourite thing I have to admit. I don't like being tied down to a time and date to do anything, and while the technology is getting better; it's still a pain in the booty at times.

But many marketers make a killing from webinars.

They convert well.

So what's the difference between those cruddy interviews you've probably got shoved on your hard drive somewhere (PLR interviews included) and webinars?

The main difference is webinars are live.

Except many times they're NOT!

A few years back Mike Filsaime launched some software that allows you to run recorded webinars as though they're live.

Rich Schefren must have crapped in his pants when that happened because he'd been making an absolute killing from running recorded webinars for a long time, using what I presume was his own custom-coded software.

(To be fair to Rich though, he turned it round and I was told he did incredibly well using himself as a case study to promote Filsaime's software)

I digress...

The Filsaime software allows you to present your webinar as **THOUGH** it's live when actually it's recorded. There is now other software and I think plugins too that allow you do the same thing.

Many people have a problem with this ethically.

That's up to you.

One of the things some of this software does as far as I can see was to populate a list of fake 'viewers' on the call so others would think it was live.

Clever eh?

Sneaky too.

So why not present **your** interview as a webinar?

You don't need any fancy software. You don't need to conceal the fact that it's a recording either – just call it a *webinar* and you'll increase its value tenfold!

Obviously the point is to make money so you might need to do some editing of the interview to make sure you make sales from it.

Many interviews are simply done to sell products.

This is fine if the product is still available to promote as an affiliate and it isn't too outdated.

If that is the case you're going to need to edit the interview in Camstudio or Camtasia.

Even if it's an audio interview I'd recommend listening through it and putting in your own power point slides emphasizing key points as the speakers speak.

This can be outsourced cheaply too, if you lack the knowledge or just can't be bothered.

In that way if there IS a product mentioned you can put your own affiliate link in the slides as well as underneath the webinar vid.

(You following this?)

It's now also possible to embed clickable links into the actual vid itself.

Other reasons for editing would be if one of the people on the interview mentioning their own affiliate link.

You could simply blank this out.

Best of all, if the interview features YOU and some marketer, then you could wait until the interview end then add a NEW voice over part from you saying 'Well thanks very much...If you'd like to find out about Bob's latest product go to....'

(give the URL)

...and then shove in **your** affiliate link.

(By the way, a good way to do this is to buy a small, easy to remember domain name such as needlebomb.com

(made up but if you go for unconnected words there are a lot of domains still available and you simply redirect this to your affiliate link)

You're going to need to know you've got permission to do this with the recording though.

With PLR interviews you'll probably be fine (please check the licenses) and if you've conducted your own interview you'd probably have agreed terms too, but make sure.

The all you do is set up a simple webpage and bill it as a 're-run' of the great webinar you did with whoever', or the fabulous FREE webinar between thingy and his mate.

Edit it how you see fit, to include your own affiliate link.

The best way is to narrate over it yourself and finish off the webinar with a sales pitch.

Then either chuck paid traffic at it or add it to your autoresponder sequence.

You wouldn't believe how many people who really don't want to do webinars are doing this.

Shhhh!

Feel free to contact me with any questions you may have

Dale Anderson

[Mailto:dalelarsanderson@gmail.com](mailto:dalelarsanderson@gmail.com)

<http://dalelarsanderson.com/>