

Dean Hunt

STRIPPED FOR SUCCESS

The most fun you can have
with your clothes OFF

CENSORED



In this report you are about to discover THE single biggest breakthrough in my business, coaching, marketing and digital life. This breakthrough came to me while I was sitting behind my computer wearing nothing but my underwear, the rest as they say, is history.

This is the report I wish someone had given me 3 years ago, and despite the fact that I am bordering on what may sound like hype (something that I detest), I am confident that what you are about to read will absolutely change things around for you.

It doesn't matter if you are a seasoned marketer, or a beginner with a dream, if you want to make money in your underwear, or from an office in an expensive suit. **What you are about to discover is a game changer, it is the missing piece of the online jigsaw, it has changed my life, and it can do the same for you.**

The way things have been done for the past 10+ years online and in businesses all over the world is about to be picked up, shaken, stirred, and changed forever... Our journey into the future of marketing, sales, business, coaching, teaching, branding, list building, and more begins with a sip of a soda and some naked truths.

The \$10k Dr. Pepper

I don't usually drink soda, but this was about to be the sweetest drink I've ever had... in more ways than one.

I was sitting at home in my comfy new office chair, dressed in nothing but my underwear (sorry if that paints a not so pleasant picture in your mind), my headphones on, listening to a friend

talking through the speakers... occasionally I would sip on my soda, trying not to do so too close to my microphone.

Ok, not the most fascinating start to a story, but here is where things start to get interesting...

My friend was thousands of miles away in the UK (I was in the US), yet I could see his computer screen, and hear his voice... Also, 95 other people from places like India, Dubai, Australia, Europe, and many corners of the globe were sitting at their homes or workplaces, doing the exact same thing at the exact same time.

Another sip of my soda, then I put my feet on my office desk and reclined my chair back to a position of ultimate laziness... If my girlfriend had walked in at that point and saw me in this state (almost naked, sipping a soda, with my feet on the desk) she would have undoubtedly thought I was a lazy (insert expletive here) and assumed that this “online business” stuff was just a load of nonsense that I had invented... Little did she know that the man who would soon become her husband, was about to change their lives forever, all from the comfort of their home, wearing nothing but underwear and headphones.

Anyway, back to the story.... At that moment, something popped up (don't go there)...It was a message on my screen. My friend, who was currently presenting valuable business information and tips to myself and 95 strangers, had sent me a file...

“Would you like to accept DEANO1.jpg” it said...

“Heck yes!” I said...

“Click”...

Now, there are plenty of images and photos that would cause me to jump out of my seat... Most of which involve Angelina Jolie,

but this was a screenshot of payments received into my friend's PayPal account. For those of you who don't know, PayPal is a way for people to securely and easily send and receive online payments. What I was looking at was a screenshot of 20 payments that had been sent to my friend in the past 4 minutes.

Each payment was for \$497.

Here is the actual photo, with the sensitive information removed for obvious reasons:

Type	Name/Email	Payment status	Details	Order status/Actions	Gross
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	[REDACTED]	Details		\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
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Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD
Payment From	[REDACTED]	Completed	Details	Print postage label ▾	\$497.00 USD

\$10,000

I am no math whizz, but I quickly calculated that just under \$10,000 had been sent to my friend in four minutes, and best of all, we had agreed to split all the money 50/50....

I had just made \$5,000 in those four minutes, and that number would go on to be even higher by the end of the day...

One more sip of my Dr. Pepper, and boy oh boy did it taste sweet... At that moment, everything had changed, I had found the missing piece of the jigsaw, I knew that nothing would be the same again... I must have been extremely excited, as I actually got dressed.

What on earth had just happened?

I am not a technical person, and you may be the same, so here is my best attempt to explain, in a nutshell, what had just happened...

I was using a technology/platform called a “webinar”... remember that word, write it down, tattoo it on your head, etc. Trust me, you are going to be hearing a lot about it over the coming years.

A webinar is essentially a digital seminar... People register for these webinars, often for free, and at a certain date and time this online “event” begins...

Usually there is one presenter, and he or she will speak into a microphone or headset on their PC or laptop. Instantly, all the attendees, who can be anywhere around the world, are able to hear everything that is said via their pc or laptop speakers.

This may sound like a “teleseminar”, but there is one key ingredient that transforms this into a webinar, and that is the visual element.

You see, with a teleseminar, you only hear a voice.... With a webinar, you hear the voice and can see the information at the same time.

In a nutshell, the attendees see everything that is on the presenter’s computer screen. LIVE.

For some presenters, this may be a series of PowerPoint slides, for others they may do a live demonstration of their software, tool, resource etc... You name it, if it can be seen on a computer, it can be seen on a webinar.

That is my description, but for those of you who prefer something a little more official... Here is how Wikipedia defines a webinar:

“An interactive seminar conducted via the world-wide web. Usually a live presentation, it happens in real time as users participate through chats, file share, or ask questions with a built in microphone”

Whilst you are able to display anything on your computer screen, a great advantage that webinars have is that you can’t actually see the presenter. This vastly reduces nerves (more on that later), and allows you to work from home in whatever clothing, or lack thereof, you desire.

So now you know what a webinar is... Over the remainder of this report, I am going to show you why you should sit up and take notice of this new webinar era. I will also share with you many real life case studies, tips, and stories of everyday people using webinars in a vast variety of ways.

Those of you who decide to ignore webinars, will, with guarantee, HAVE to get into them in the next few years...

The question is not whether or not you join the webinar revolution, but whether you do so before or after your competitors make their fortune with them.

This report will show you why you really need to sit up and pay attention to the amazing things that people all over the world are doing with webinars. I have stripped this down to make it super simple to understand, hence the name of this report... (And perhaps partly because I make a lot of money in my underwear).

Like I said earlier, everything is about to change, so keep on reading...

Webinar Stories

"I use webinars mostly to learn more regarding SEO and social media. It has been a fabulously thought provoking tool, and great in assisting me with achieving desired results in these areas. I have used much of what I have learned to improve my search engine optimization, internet presence, and have turned my website into one of the top 200,000th in the United States. This is really quite impressive when you consider how many large corporations I am competing against, and the fact that I am a small two person company.

Renee Grande - EventsByMonroe.com"



Those Pesky Marketers

I don't know if you are in the marketing world or not, but here is something that is absolutely critical to know... Webinars are being used and changing lives and businesses all over the world in ALL types of environments.

To prove this wasn't just another marketing buzz word, or here today, gone tomorrow strategy, I decided to completely ignore the Internet Marketing world. I put an ad in a service called HARO (Help a Reporter Out)... HARO basically allows people to get sources for books, reports, articles, etc...

<http://strippedforsuccess.com/webinar>

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I asked if anyone was using webinars yet, and if so, would they be willing to share some stories, examples, and case studies...

A few hours later, this was my email inbox:

Report spam		Delete			Move to ▼	Labels ▼	More actions ▼
webinarHARO	Inbox	RE: New Pitch - Are you using webinars yet? - 1: Why c					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hi, Dean. My					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hi Dean, 1: V					
webinarHARO	Inbox	FW: New Pitch - Are you using webinars yet? - Dean, C					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hi Dean, Ple					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - I have 5 quic					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Dean - answe					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hi Dean, Th					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hello Dean,					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hello Dean,					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hello Dean,					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - 1: Why did y					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Dean, Here					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Kathy, Thank					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hi Lee, Than					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Zach, That is					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Kevin, Thank					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hi Amy, Tha					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Andy, Thank					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Diana, Than					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Brian, Thank					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Renee, Man					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hello Dean,					
webinarHARO	Inbox	New Pitch - Are you using webinars yet? - Hello Dean,					

This was just a sample of the emails I would receive over the following days, and I have scattered summaries of these real world, every day, non-marketing, non-sales examples throughout this report...

I could easily have shared MANY stories from my friends and contacts that are making millions of dollars with webinars, but instead, **I decided to show every day people who have been affected by the webinar era.**

You can skip them if you wish, but there are some very interesting examples that may open up doors of opportunity to what can be done with webinars.

Whether it be Barb who uses them for a “gas well and line monitoring” service (whatever that is?!?), or Renee who has mastered highly valuable strategies like SEO (Search Engine Optimization) by being an attendee on free webinars, or Zach who uses webinar for his green, educational, and training company.

Put simply, if your industry or niche exchanges or provides information, then webinars can and WILL work for you.

Webinar Stories

“We are a green jobs training company (www.greenedu.com) and had been providing our in-person seminars and workshops for about a year when we started to get requests in cities we did not offer our training in. The obvious solution: real-time webinars. We started provided the same exact courses in a virtual, instructor-led format at half the cost of our in-person training options. The materials are shipped out to arrive before class and everything else (aside from the classroom) is identical to what we get in the actual class.

The feedback and demand for the courses immediately sky-rocketed. Class sizes are double that of in-person while overhead is a fraction of what we paid for the old school workshops. We are even able to double the frequency for which we teach the classes while not affecting our attendance rates - the main reason? We are now able to teach anyone with an internet connection; geography is no longer a part of the decision making process for our students.

Zach Rose – CEO Green Education Services“

Next we will look at what makes webinars the most effective business and training tool of the modern era.

Let's Get Sensual

I am often asked why I think webinars are so powerful... Why are they making people crazy amounts of money from the comfort and freedom of behind their computers? How are people who have been ignored for years suddenly going from zero to hero with webinars? **And how on earth are webinars the hottest business tool on the net, yet still one of the most underrated tools of modern times?**

I believe a lot of these answers come down to common sense... or, more specifically, “common senses”.

To fully appreciate why webinars work, we need to look at the selling technique that has been by far the most effective for thousands of years.... Face-to-face.

If I had a gun to my head, and HAD to make a sale, I would choose face-to-face as a way to sell over any other method, it is tried and tested, and works over and over again.

Put an average sales person in a room with a prospect, and the chances of a sales being made are vastly higher than if that same prospect was sent to a written sales page on the Internet. That is a fact, and there are numerous factors behind this...

For example, when you are sat in front of someone, you can talk with them and explain/present information (audio), you can show them examples, graphics, demonstrations, etc. (visual).

Because you are engaging the two key senses, it is vastly more powerful than any other sales or teaching method.

The second most effective sales method traditionally has been the phone. Again, you can interact with the potential buyer, and you can explain and present your information in a LIVE manner that hits the audio senses.

Webinars also engage these two key senses, so it is no wonder webinars are such a powerful tool... They are built around mediums and sensory engagement fundamentals that have worked for centuries... but what a lot of smart people have started to notice, is that webinars have some advantages that even face-to-face and telephone do not.

You are about to learn three of the key advantages that make webinars even better than these age-old traditional methods. Once you know these advantages, you will never see

the world of training, marketing, business, coaching, or sales the same again.

Webinar Stories

“Hi Dean,

I am an image consultant, so teleseminars aren't for me – webinars are because I can show Powerpoint presentations to illustrate everything about image that my heart desires. Each month I educate people about image skills: Hair, Makeup tricks, how to look more powerful, younger, thinner etc. This has helped me establish my expertise in the field of image consulting. Sandy, TheImageArchitect.com”



The x1000 Effect

What you are about to hear is one of the key reasons webinars are such a powerful tool...

Let's go back to the face-to-face sales person, for the sake of argument; let's call this person "Bob".

Assuming Bob is a fairly efficient business owner, and is selling a \$500 service or product... It would be fair to assume that Bob could, perhaps, average 5 sales calls per day.

After you consider the time taken for things like travel, traffic, small talk, negotiations, demonstrations, paperwork, and all the other factors involved in face-to-face or in person negotiations, I feel that 5 sales calls per day is a fair average.

Let's also assume Bob is a superb sales person, and therefore is able to sell to more than half of all the people he meets... let's say 3 out of 5... which makes 3 sales per day.

Not a bad day's work, \$1,500 in the bank, everything looks great...

However, let's compare this to my good self...

I'm sitting at home, 5 yards from my bedroom, so I don't have to worry about getting ready, travel, traffic, small talk, etc... and in 60 minutes, I conduct a webinar... In this webinar I present all the same information as Bob, I talk about the benefits of the product, the story behind it, how it works, how much it costs, I share some success stories, and even a few tips and secrets to get the best out of it (something Bob doesn't have the time or desire to do)...

However, unlike Bob, my sales rate is a LOT less; It is only 1 in 10 or 10%.

Terrible compared to Bob's 60%.

However, I have one key advantage over Bob, and that is leverage...

You see, in the time it takes Bob to get ready in the morning, get dressed and drive to his first appointment, I have

already sold \$50,000 of the same product, and I am now done for the day.

Sounds impossible, but here is where leverage comes into play.

You see, webinars, can easily accommodate 1,000 attendees... unlike Bob, who needs to do one-to-one, I can do one-to-many... In fact, my webinar platform provider of choice can host 1,000 attendees at a time (I have seen people who have had over 26,000 people on one LIVE webinar).

If I make a sale to just 10% of those people (which is actually a VERY low estimate, I always do much better than that), I would make 100 sales at \$500 = \$50,000.

I have now done less work than Bob, in a LOT less time, with a lot less effort, and made way more in an hour than Bob will in a month. Oh, and I paid nothing in travel, wasted zero hours waiting in traffic, and I could do so from almost any place in the world... Whether it is a Starbucks corner, my bedroom, a desert island... Anywhere that there is an Internet connection, I can have massive success.

Say Hello to Vegetarian Marketing

In 2010 I was at a lovely little restaurant by the name of Taco Bell... Ok, it wasn't lovely at all, but hey, I was hungry.

I met a friend of mine called Jason, he was nicknamed "Eazy E", after the Black, American rapper... However, Jason was white, and liked bluegrass music. I never did understand how he got that nickname.

Anyway, Jason informed me that he had a business that sold custom Facebook fan pages and other assorted Facebook-based services to local businesses... Jason was old-school, and

a great sales person, so he would look for businesses in Nashville, and arrange meetings with them.

With business starting to boom, Jason found himself in a catch22... The time required for this face-to-face meeting process was enormous, and so there was no scalability in his business... Put simply, there was a limit to how many new customers he could get, as there were only so many hours in the day... Jason was exhausted.

It was then, ironically enough, during a bite of a beef taco, that I coined the term “Vegetarian marketing”.

I explained to Jason that in the time it took him to convert one customer, I could sit at home, and even with just 30 people on my webinar, would get AT LEAST three customers, all from the comfort of home... I even explained that it is so easy and effortless I often do this with just my underwear on...for some reason, Jason decided he had eaten enough...

I explained that he could market just as effectively without having to MEET the prospects... **I then famously said “It is like marketing without the MEET, vegetarian marketing”** (this play on words works better when said aloud).

Jason’s eyes lit up, this was a solution that ANY business owner could use. Removing the “meeting” aspect or “face-to-face” element, could revolutionize his business, and what’s more, **he could sell to 1,000 clients with less effort than he normally used to sell to one.**

Moral of this weird story: Traditional, face to face selling, coaching, teaching, or training is changing. No longer do we have to do one-to-one in our fancy suits, and get stuck in meetings and traffic all day... You can now get stripped for success and achieve vastly greater results from anywhere with an Internet connection.

Webinar Stories

"I'm a personal historian/video biographer in Tucson, Arizona. In addition to creating custom personal video biographies for clients, for a number of years I presented three-day, video biography production workshops in Tucson. In 2009 I transformed my in-person workshops into two sets of Webinars - a six-part series focusing on the video biography production process and a two-part series focusing on video biography as a business. I've successfully presented these series several times and also offer recordings of the sessions for purchase on my website. Overall, I've found running Webinars to be less expensive and more convenient for both me and my students. While nothing beats an in-person, hands-on session, in this economy I've found that my students get a great deal of value from the Webinar experience and there's lots less time and expense for me.

Cheers, Steve

Steve Pender

President - Family Legacy Video, Inc."

The 99% Sin That Almost EVERY Online Business Owner Is Making

A funny thing happened to me after my first webinar... Something I had never expected... **I started to get comments, emails, thank you messages, and people signing up to my email list, blog, social media accounts, etc...**

This would happen within minutes of me finishing a webinar, and has happened EVERY single time since.

<http://strippedforsuccess.com/webinar>

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Why was this happening? I hadn't asked for any of this, but hey, I wasn't complaining. My brand and reputation had clearly rocketed, and I was loving it.

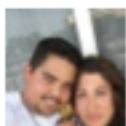
I did some digging, and quickly stumbled upon a hidden benefit to webinars that nobody had ever mentioned before... You see, while I was able to make many sales with my webinars, I was also ensuring that I gave valuable information, tips, strategies, and resources during the presentation...

This meant that even if you didn't buy my product or service, you still left feeling like you had gotten a lot of valuable information.

In fact, this feeling of value was so high that people would contact me on Facebook, Twitter, email etc. and personally thank me... Many people would also tell friends about me, and this boosted my business even further.

A lot of times I would do a webinar and sell absolutely nothing... Just because I knew the long-term benefits would be worth it.
Giving massive value will always be an effective business strategy.

Below are a tiny sample of recent kind words and comments from webinar attendees. There have been hundreds of these kinds of comments. Talk about viral marketing, free promotion, and massive brand building! I was doing all of these things, and building a nice list, all at ZERO extra effort.



David Schloss ▶ **Dean Hunt**

Alright **Dean**, I've left a comment on the **webinar** page. Loved the content =)



Leanne_King Leanne_King

@**deanhunt** nice webinar **Dean** :)

30 Dec



imconcalendar Kerwin

@deanhunt just posted a replay of his webinar, its a must watch at <http://ondemandcashvault.com/2010review>



StephensHeather Heather C Stephens

@DeanHunt & @JohnMorgan thank you for the awesome webinar and the incredible offer. I'm thrilled to be learning from you!

10 Nov



Sophy Mavridis

Flavor of the minute is **Dean Hunt** – just watched the **webinar** **Dean** put together. Why **Dean** cuts it – Funny funny guy.. leads by actions, interactive, and shares awesome content. He is the IM – guruist to the stars. So move over red rover... Listen to the **webinar** then go get a double shot grande decaf skinny soy latte with diet honey after that ... (yes on my fb wall we make up words) – here's the li



Nicole Charles ▶ **Dean Hunt**

Hi **Dean**, Just finished your **webinar** and just wanted to say it was fantastic, I've got a page full of notes and will be implementing your time management tips today! All the best for 2011!

I had worried that devoting most of my time to webinars would make me a lot of profits, but, would take me away from things like: brand, social media following, list building, content creation, reputation, authority building, and networking... **Not only did all of these areas continue to grow, but they did so even faster, and at no extra effort.**

So what on earth has this got to do with the 99% sin?

Well, most people sell or market their stuff on the Internet via what is known as a sales page... You have probably seen one of these. They have a big red headline, and often take forever to read.... What's more, they give zero value, and are nothing but hype-filled sales pitches.

The goal of these sales pages is simple and the clue is in the name: Make A "Sale". As rock band Metallica would say "nothing else matters".

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You'll be lucky if you even get a 1% conversion rate with these types of sales pages. Put simply, this means that maybe 1% of the people who see the page, will buy.

This has been the norm for at least the last 10 years, and it was simply a case of throwing as much traffic (often a very expensive process) at the page as possible.

It was the digital version of throwing mud at a wall and seeing what sticks... You just had to refine the type of mud you threw, made sure you threw enough of it, and you could make a living online.

So to clarify, 1% buy, which means 99% leave... But what a lot of people didn't realize is that a lot of those 99% did not enjoy reading a HUGE, hype filled sales page that gave zero value... So much so that reputations would be damaged because of this.

Now, I am not saying that all sales pages are worthless. There are some smart marketers who are very good at disguising sales messages to seem like valuable content, and like them or not, they can be effective... After all, 1% is fine, if you send thousands of visitors per day.

However, contrast this to a webinar, which, for all the reasons we mentioned earlier, will convert at least x10 better. And the 90% or so that don't buy on a webinar, will often go on to become your raving fans.

Most of the compliments you saw above from my Facebook and Twitter accounts were from non-buyers. This means that while most business owners were alienating, frustrating, and annoying 99% of the people who saw their message, I was selling to 10x as many people (while the other 90% or so were becoming fans, followers, subscribers, affiliates, promoters).

This created a circle of awesome (I should trademark that). You see, when my next webinar was announced, at no extra effort, the amount of registrants and attendees would increase... **People who hadn't bought in the previous week or month were now ready to buy, and so the sales increased also.**

Again, all of this was done from my home, in a quiet little corner of a room, on my laptop, with a \$10 microphone, and a pair of boxer shorts... **The game has changed, and success can now be stripped down into a simple strategy, based around the webinar platform.**

Webinar Stories

"I work for DOMUS, a large(ish) Connecticut nonprofit (\$12M annual budget) which supports over 800 very vulnerable children and their families. We make sure homeless kids, youth, living in abject poverty, and those recovering from terrible trauma have the tools they need to grow into successful adults. We push every dollar toward programs directly supporting kids—our charter schools, residential programs, gang outreach programs, community centers, and more—and look for ways to creatively spend as little as possible on non-program needs like communication, fundraising, and the like.

We've embraced webinars as an affordable tool to learn about new technologies and improved approaches. We've webinared (just made that word up, just then) about advanced Facebooking, ways to apply social media to the world of nonprofits, best practices in direct mail fundraising, Women Who Tech, webinars detailing tools and services that make our processes more efficient, and more. I've also listened to free or low-cost webinars not targeted to a nonprofit audience (SEO optimization strategies, etc) knowing I can often apply business principles to nonprofit work—plus (maybe) get a leg up on my competitors.

Garland Walton – DomusKids.org"

Tip of the Iceberg

Let me ask you this... What is your strategy and technique for converting visitors into buyers on the Internet? If you don't have an answer to this, you won't be successful. There is no easier way of saying it than that... and even the methods that have "worked" for the past decade or so require a lot of time, effort, and expense. Staying with these methods is getting harder and more competitive by the day.

This is just the tip of the iceberg...

To be successful online using these older methods often requires knowledge in literally hundreds of different areas... Here are just a few of the common ones:

- ✓ SEO
- ✓ PPC
- ✓ Affiliate marketing
- ✓ Website design
- ✓ Web Graphics
- ✓ Tracking and conversion management
- ✓ Joint ventures
- ✓ Licensing
- ✓ Upsells
- ✓ Downsells
- ✓ Copywriting
- ✓ Branding
- ✓ Blogging
- ✓ Social Media
- ✓ List building
- ✓ Site maintenance
- ✓ Content creation
- ✓ Keyword research
- ✓ RSS
- ✓ Viral marketing
- ✓ Email marketing

This is a tiny sample, and it is overwhelming to most... Also, I have learned that if just one piece of the jigsaw is missing, you will fail...

What I have discovered is success that has been stripped down into a simple, manageable, effective, and highly

leveraged system. That is the real reason why this report is entitled “Stripped For Success”.

The costs associated with this “stripped down” model were a fraction of what I was paying previously... Not only are webinars making me TONS more money, I am saving money too.

The Perfect Ten

“So Dean, why the number 10?”

Well, I asked around to my network of friends, contacts, and associates, what kind of webinar conversion rates they were now seeing. **I learned that they were getting AT LEAST 10% with webinars, compared to only 1% with sales pages.**

That is one sale for every 10 people who attend their webinars... I would go onto learn that many of them would get dramatically higher rates, and I myself was able to convert 24% on a \$500 product, and 58% on a low priced product.

So this was TEN times better than a traditional, written sales page.

No wonder webinars are quickly becoming the best kept secret in the industry.

Webinar Stories

“KAM Animals Services started offering webinars and how to help your horse have optimum health.

We sell products that are based around quality, organic ingredients and truly believe that just like we need to eat healthy, horses need to also be fed good food.

1: Why did you choose webinars over more traditional teaching/selling methods?

To reach larger groups of like-minded people all at once

2: What have been the biggest benefits of webinars for you?

Being able to connect with people from all over the country at the same time and having the webinars archived.

3: What has been your best webinar related result?

The large numbers of participation, great feedback and great sales after

Gabriel Sutton – KAM Animal Services”

My 6 Essentials for Webinar Success

You now know that webinars are the future... You have seen the leverage, scalability, efficiency, and power that they have in industries all over the world...

By now you are probably, like millions of other people, starting to think about doing a webinar...

So the next BIG question is: What are the keys to a successful webinar?

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How can you give great value, get people to show up, overcome any nerves, make a lot of money etc?

There are many factors that will determine your success with webinars, I could easily write 1,000 pages on this... but I have stripped things down and have compiled 6 of the most important...

If you get these right, then success ye shall receive.

Grab a pad and pen and let's get started with (in order of sequence) essential factor number one:

#1 The "M" Word

This is critical with any form of success, whether it be losing weight, starting a business, or anything else of any worth. Can you guess the "m" word?

That's right... Mindset.

Mindset it simply the stuff between your ears... That little voice in your head, your beliefs, fears, confidence, etc...

Again, I could spend 1,000 pages on this subject, but here is what you absolutely need to know...

Everyone is scared the first time!

Remember your first ever date? How about the first time you drove a car? Your first job interview? First day of school?

All of the above have two things in common:

- 1) They were all the FIRST time you did something
- 2) Shortly after, the nerves went away

Things are always scarier in our heads than they are in reality...
So the key is to take action on them as soon as possible...

Your first ever webinar will make you nervous, I am not going to lie, but by your second or third, you will absolutely love them.

I teach my students and clients to practice on their own first, then with a small audience...

Put simply, if you have ever had a conversation on the phone with someone, then you have ALL the skills required to be successful with webinars. Just ignore the voices in your head, and take action.

PS: I also teach two webinar models that will make you money with webinars, but you will never have to utter a single word on a webinar... I will reveal both of these models and more on a free webinar very soon, **you can register for one of the remaining seats here:** <http://strippedforsuccess.com/webinar>

#2 Tools

“You wouldn’t turn up to a gun fight with a knife”, I don’t know who said that quote, but in a weird kind of way, the same applies to webinars...

So what tools, resources, and equipment do you need to run a webinar?

- a) A webinar hosting software – There are many on the market, vastly ranging in price and quality... Personally I use GotoWebinar from (gotomeeting.com) (I am not affiliated in any way).... **I teach my clients how to get the free trial and strategically time it so you can cover your year’s fees on your first webinar...** Also, I recommend starting out with the lower plan and working your way up.

- b) Slide creation software – Microsoft Powerpoint and Apple Keynote are the two big guns in the world of slide creation. Most computer owners already have one of these, but remember, you can also do live demonstrations of software, websites etc... So you don't have to use slides.
- c) A PC microphone – I would start out with something like a Logitech headset... having a headset will remove any echo from the webinar, and you can get a decent headset for \$30 or so. Alternatively, you can use a PC mic, and then simply plug in some headphones.
- d) An email list software – Building an email list is a great way to build a profitable business... I recommend starting with a service like iContact.com – iContact allows you to import webinar registrants to your list... I was able to build a list of over 5,000 people using just webinars, and I reveal EXACTLY how to do that on the free webinar training here: <http://strippedforsuccess.com/webinar>

So there you have it, all the above will be more than enough to get you started.

#3 The Ability to Mind Read

Imagine this... You are an attendee on a webinar, the topic of the webinar is exactly what you have been looking to learn more about... What's more, you feel like you can relate to the presenter... He has mentioned many of the frustrations and issues you have faced, he gives examples and tips that are exactly at your level, no lower, no higher... and then he presents an irresistible offer that covers the EXACT answer you have been searching for.

It is almost like he was reading your mind.

Well, the truth is that he has been in your mind, he knew in advance EXACTLY what you were looking for, he knew the level you were at, he knew your problems, fears, hopes, and dreams... He knew the frustrations you faced, and the exact solution you were looking for.

How is this possible?

Black magic? Voodoo trickery? Perhaps a virus was planted on your computer?

The answer is none of the above...

In fact, while it may seem like mind reading, the truth is that the person in the example had actually provided all of this information a few days earlier.

This is a strategy that is incredibly powerful; here is how it works...

GotoWebinar allows you to include questions on the webinar registration page... This data can then be viewed via your account...

So, here are some of the most powerful questions you can ask BEFORE the webinar... See if you can think of some questions of your own, and also, you get bonus points if you can figure out why these questions are good questions to ask...

- 1) What are your biggest frustrations with X?
- 2) Which of the following would you most like to learn about?
(Multiple choice)
- 3) What is your goal or dream when it comes to X?
- 4) Do you prefer to learn from ebooks, audio, or video training?
- 5) Would you be interested in a coaching program related to X?

For each of my webinars I often have hundreds of sets of answers... and so I can tweak and tailor my presentation to perfectly match the audience.

For example, one week I may do a webinar with an audience that is new to online business, the next week I may be presenting to high level Internet Marketing experts... Clearly, the exact same presentation to both of these groups would be a huge mistake.

Advanced tip: You can also set your webinar registration Thank You page to re-direct to a SurveyMonkey.com online survey to capture even more data if you wish... You can then set your survey monkey Thank You page to your blog or Facebook page ;-)

#4 Getting People to Register (traffic)

You can have the best webinar in the world, but if only you and your pet dog see it, then it won't be a success. (No offence to your pet dog)

So getting people to register to your webinar is key.

How do you do this?

I teach lot's of strategies on this, but in a nutshell, there are three types of webinar traffic:

I call them my "Three C's of traffic"

What are your three C's Dean?

Good question..

- 1) Create
- 2) Crowbar
- 3) Cash

Created Webinar Traffic

As the name suggests, this is traffic that you are going to have to create yourself... It doesn't cost anything, but it will require some time and effort.

The easiest way to create traffic is to tap into social media.

Again, we can mind read to find the best prospects for our webinar.

Search.Twitter.com is the search engine built into Twitter... Let's assume you are doing a webinar on 'Photoshop Training', you would type that into the search, and WHAM!!



[Myphotoshop1](#): I need a site that offers easy, free and understandable Adobe ...
<http://bit.ly/i6tfdA> (expand)

8 minutes ago via *twitterfeed* · [Reply](#) · [View Tweet](#)



[gaolink](#): Video2Brain – **Photoshop** Secrets 2: Video2Brain – **Photoshop** Secrets 2 |
3.93 GB Genre: Video **Training** / German Tut... <http://bit.ly/e0xRVL> (expand)

17 minutes ago via *twitterfeed* · [Reply](#) · [View Tweet](#)



[Squ ee](#): RT [@Rusthate2011Writing](#) another **Photoshop training** doc. This one will focus on the many ways of making selections and all of the tool...

about 2 hours ago via *twitterfeed* · [Reply](#) · [View Tweet](#)



[jasonkip](#): S/O to [@chrisorwig](#) for great **photoshop training** vids, loving them.
[#photography](#)

about 2 hours ago via *web* · [Reply](#) · [View Tweet](#)

You then simply contact those people and offer to help them.

A way of taking this to the next level is to try and imagine what words they would use if they were looking for help in this area...

For example: "Photoshop help"



[aaour](#): Any one can **help** me with adobe **photoshop** CS5 (mac) serial number :)
[Like it? <http://bit.ly/gKpXYF> (expand)]
about 3 hours ago via *Like My Tweets* · [Reply](#) · [View Tweet](#)



[rebeccaslosberg](#): I need someone to **help** me fix and crop some pics on **#photoshop** for a website DM me for details! [#webdesign](#) [#graphicdesign](#)
about 3 hours ago via *web* · [Reply](#) · [View Tweet](#)

Hundreds of similar results are showing in Twitter EVERY single day. The same will be true for your market.

You now have a goldmine of free traffic for ANY Industry.

Crowbar Webinar Traffic

This is my absolute favorite way of getting webinar traffic...

Quite simply, you find someone with a large audience of targeted prospects, and then you crowbar them into your webinar.

Sounds a little naughty, but this happens every single day...
quite simply, you are borrowing the traffic.

This is known as a joint venture deal... It is the ultimate win/win.

Let's say that Bob has prepared a webinar that covers 7 red hot soccer coaching tips, and Cher has an audience of 500+ soccer coaches, Cher can then promote the webinar to her audience, Bob presents the information, and then offers one to one coaching at the end of the webinar for just \$400... Bob and Cher split the profits 50/50.

Sounds simple enough, but this is happening in almost every industry, every single day... I do a few of these exact deals every single month.

So don't worry if you don't have a big list or traffic, you can simply crowbar it from people who ALREADY have your perfect audience, and it won't cost you a cent.

Cash Webinar Traffic

If you don't want to spend time or energy on the above methods, you can use cash instead.

Quite simply, you are buying traffic, in the hope that enough of them will register, attend, and then purchase your products or services to make a profit.

There are numerous ways to do this:

Google Adwords: Adwords.Google.com

Facebook Ads: <http://www.facebook.com/advertising/>

Also, you can do private deals... For example, you could contact a popular blogger in your market, and instead of a crowbar deal, you could offer them, say, \$200 to promote your webinar to their audience of 3,000 users.

If just 300 people register, and just 150 attend the webinar, we already know that the 10% rule means you should expect to make 15 sales... Even if your product was just \$100, that would be \$1,500 which is a \$1,300 PROFIT.

Simple!

I cover all of these traffic strategies in great depth, plus numerous additional strategies in my webinar training... go to www.OnDemandCashVault.com to learn more.

#5 Content

You have 50 people who have registered for your webinar, but what the heck are you going to teach them?

This is a common worry that every successful webinar expert has faced... luckily, I have a strategy that works every time.

I can't take full credit though, I learned this strategy from a little company called Apple... They use it with their iTunes platform.

Have you ever gone to iTunes to buy a song, and you are presented with a 30 second sample of the song for free?

This strategy is very effective, by giving the prospect a free sample, you are much more likely to get them to take the full thing.

You can simply do the same for your webinar... Let's be honest, you are not going to be able to teach everything you know in 60 minutes (I hope not)... So you simply give a free sample.

Grab a pad and pen, and brainstorm all the tips, secrets, resources, lessons, and strategies you know for a particular topic of your choice.

Hint: Look at your passions, previous jobs, etc. for topic choosing.

Let's say you have 25 different tips you can teach... You simply pick 7, and teach those 7 on the webinar, then sell all 25 at the end of the webinar.

Again... simple!



#6 The Pitch

You have 50 people on your webinar, and you have shared 7 of your best tips from your list of 25... but now the dreaded part... the pitch.

This is where most people get worried... They either shrink into their shell, suddenly go all shy, or they change their energy and tonality and become a market stall trader.

It doesn't need to be scary. In fact, an effective pitch can be super simple...

You actually have done all the hard work in the content section... Do you remember the iTunes strategy from the content section? Well, your 30 second song clip is, in this instance a 40-60 minute webinar where you share some tips... If people like the sample, then further education becomes an obvious, and EXPECTED next step.

In other words, if your sample is good, people will be angry if there is no option to get the full thing.

Here is how I would handle your first ever webinar pitch:

“Ok, those are my 7 tips and secrets, I hope you enjoyed them and have taken plenty of notes... Obviously, we are very limited on time today, so I was only able to share a sample of what I know... **If you would like to get access to my entire training, then simply go to <http://strippedforsuccess.com/webinar> and signup today.**

You will get A, B and C, which will show you how to achieve X, Y, Z, It is normally \$xxx, but on this webinar only, it is just \$xxx, and we won't have this offer for long, so take action today... When you signup, you will get an email in your inbox, and then you will have instant access... Also, I have an additional bonus of X, it is valued at \$xx, and I will include this for FREE the first 10 people to invest right now.”

It is that simple... You can do all of the above in 60 seconds, and remember, you will be doing your audience a disservice by NOT offering further information.

I am not going to go into why the above formula works, but it includes some fancy NLP (neuro linguistic programming) and sales techniques... Extra points if you can spot the “presupposition”.

en.wikipedia.org/wiki/Presupposition

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Webinars Stripped Naked

By now you have seen how webinars have affected my life and business. The numbers and examples you have seen so far have been replicated MANY times over by myself, my clients, and students.

You also know the 6 key areas to webinar success...

There is no doubt that the webinar age is upon us, and it is a more effective, and stripped down alternative to what we have had previously.

However, there are still some unanswered questions that you may be thinking, so here are some common questions I get about webinars:

Do you have to be a trained public speaker or super confident to present a webinar?

Not at all! If I can do it, anyone can... I was so crippled by fear and insecurity that I wouldn't even do business on the phone for many years, but the truth is that once you have done one or two, you realize it is actually a lot of fun.

Remember, that unlike video, or public speaking, nobody can see you... Trust me, I wouldn't go on stage or on video in my underwear for all the money in the world, but the great thing about webinars is that nobody can see you, so the nerves are MUCH less.

However, there are numerous alternative webinar models and methods that I have discovered and perfected... In fact, there is one profitable model that allows you to make big money from webinars without EVER speaking a single word on them.

This alone could be an entire report in itself, so I will share this exact model and more, in a FREE live training shortly, you can register your place at <http://strippedforsuccess.com/webinar>

Is it expensive to get started with webinars?

Not at all... I teach my clients and students which software is best (there are some that are terrible), and also, I get free trials for them, which can be strategically timed for maximum savings.

I made a year's worth of webinar hosting fees worth of profit with my very first webinar, so it doesn't cost me a cent.

Again, I will be covering all the technical stuff for free here <http://strippedforsuccess.com/webinar>

Who else teaches webinar success?

There are a few people out there, but the reason I decided to create this report and any subsequent training and coaching was because many people taught part of the webinar model, but nobody seemed to teach everything...

What's more, it was often over complicated... I once had a person hand me an A1 giant printout of a webinar model that is being taught... You would need a team of experts and tens of thousands in software to implement it... So I decided to strip down my success and make it much easier to understand.

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I stripped down webinar success to 6 steps, with a choice of 4 different models... Again, I will be sharing all of this and more here: <http://strippedforsuccess.com/webinar>

Summary

Webinars have enabled me to strip down success into a manageable, achievable, and flexible business... For the same or often LESS time and effort. I am making at least 10 times as much profit, and my brand and reputation is rocketing too...

It really doesn't matter what business you are in, or want to be in, webinars can work for you.

If you want to sit around in your underwear and make a fortune, then great, if you prefer to wear a suit and tie and present from an office building, then great... You have seen the real world examples of everyday people using webinars to change their lives and businesses... Imagine what they could do for you.

I hope this report has given you a glimpse of what is possible with webinars, and I can assure you that this is just the tip of the Iceberg.

Remember the Apple iTunes lesson? Well the same applies here... A full training of all my webinar secrets would take thousands of pages of text, and it is time to give my fingers a rest... So...I have put together an exclusive, free training that I will be delivering by.... You guessed it... WEBINAR. (I always practice what I preach).

To claim one of the remaining seats for this webinar, go here right now and register:

<http://strippedforsuccess.com/webinar>

Here is a snapshot of what I will be revealing:

<http://strippedforsuccess.com/webinar>

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- **Why most businesses fail and get overwhelm.**
- How I grew my list by 1,400% using only webinars, and how you can do the same.
- **How you can learn from the world's wealthiest woman, and implement the same strategy in your business.**
- The magic line that will almost guarantee any expert to partner with you on a webinar.
- **The golden webinar lesson from the \$5 loaf of bread.**
- & lots, lots more...

I hope you have enjoyed this report, feel free to share it with friends etc...

See you on the live webinar soon:
<http://strippedforsuccess.com/webinar>

Dean Hunt

PS: If you have enjoyed this free report then feel free to come and say hi to me at Facebook.com/DeanHunt I value your thoughts and opinions on this report.

I also try to be cool and youthful by blogging.... My blog contains rants, rambles and other assorted goodness, go to www.DeanHunt.com

If you would like me to present my webinar presentation LIVE to your audience, then email me at contact@deanhunt.com.

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