CONVERT AT THE SIGNUP

Swap the thank-you page for a short survey



Logan Lyles
Founder, Demand Shift

> Most webinars send a new registrant straight to a thank-you page. Logan's view of that page: **"[The thank you page] isn't doing anything for ... conversion."**

PLAN YOUR NEXT WEBINAR

Trending topic that captures attention first: _____

The next problem it uncovers: _____

Two or three partners with email lists: _____

Survey questions (five to eight): _____

Outcome-based offer: _____

Where a yes goes: _____

THE TWO-STEP SIGNUP FLOW

Step 1	Step 2	Step 3	Step 4
Swap the thank-you page for a survey	Five to eight questions, one at a time	End on an outcome-based offer	Send yes answers to booking, demo or trial

EMAIL, DONE DIFFERENTLY

"Email is the number one most effective promo channel, but you've gotta do it a little bit differently."

EMAIL BEYOND YOUR OWN LIST

- Cold email outreach
- Newsletter ads
- Partners' email lists

HOOK FIRST, THEN TEACH

Step 1
Lead with a trending topic

Step 2
Teach so it uncovers the next problem

Step 3
Your product or service solves it

ASK PARTNERS TO PROMOTE IT

Step 1
Find two or three partners

Step 2
Write their email copy and give trackable links

Step 3
Offer a swap or a small payment

WHICH DITCH ARE YOU IN?

Logan on the ditch he fell into for years:

> **Ask yourself**
> **"The other side of the road that I fell off into for a few years was just broadly educating, right? Without a real connection to the problem that my company solved with their product or service and a real clear next step."**

HEAR THE FULL CONVERSATION

Pipeline, Episode 8, with host Joseph Lewin

thepipelinepodcast.com/8