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James: If you go into the [LeadPages](#) Marketplace, you will see my webinar template which was, for the most time, the highest converting webinar template. That's what I would use. I would use the webinar one, and I'd promise a webinar for a launch. Then you would announce the webinar to the list. Say, "Hey, a webinar is coming soon, here's some pre-training a la [the Taki Moore SuperFastBusiness session](#), which you absolutely should watch. Follow that, he talks about this in there so the information is right under your fingertips." You then run the webinar and segment people into whether they watched it or not. And then you correspond with them differently for each section. Then you follow up with the email saying, "We ran the training, the offer that we had is coming to an end soon, you really need to get it now." And you start pushing that urgency assuming that it's something you'll close. And then you close it. And optionally, you could reopen later 'cause you had a few late inquiries or quite often in the Internet space, something broke or they pretend that it broke, which is a dastardly and a very disingenuous technique, so I wouldn't recommend it. But if you've seen people do it, that's what they're doing for the most part. You could genuinely reopen.

SilverCircle is open again

So for the longest time, [SilverCircle](#) was closed. And I only opened it every 3 months or so, when I was ready to take on another bunch of candidates. The only reason it's open now is I've got capacity to deal with people who come. The investment has gone up so it's really filtered out the member I want with price, and I'm getting super high quality candidates at a pace that I can handle. And also the group's really stable 'cause some of them have been around for 3 to

4 years now, so they don't require much maintenance from me. They're just really enjoying it. So I have small capacity ongoing, and I have intake that's about right. I'm going to make decisions around that. But there is a launch sales funnel, you could screenshot that. And you've got something to start with. Don't over complicate it; it's not complicated.

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