

# A Personal Invitation For Our Turnkey Webinar Creation Service

From: Jason Fladlien

It's no secret the right type of sales webinar can easily double or triple your business profits.

In fact, many companies today *would be bankrupt* if it wasn't for having a single, solid webinar.

A strong webinar allows you get more new customers into your business... and allows you to serve and make more profit from your existing customers and clients.

Most of your so-called competitors *don't* use webinars. Or, if they do, they use them poorly.

A strong webinar in an industry where none exists can **catapult your company immediately to the top of that market.**

To any smart entrepreneur, this is obvious. Still, why is it that so few of these powerful webinars exist in the real world?

## Four reasons:

1. **Perfectionism.** Most entrepreneurs obsess over too many little details when it comes to webinars. If they can't get it *perfect*, they'd rather not do it at all.
2. **Humility.** Being humble is a great character trait. But it's also costly. Toeing the line between authoritative and arrogant is hard. As such, you find ways to put the webinar off until tomorrow. Tomorrow = never.
3. **There's nowhere to hide.** A webinar must provide value in advance of the pitch. If you have nothing worthwhile to contribute, you *shouldn't* be doing webinars. However, those who often can contribute the most tend to overemphasize content at the cost of sales.
4. **Pressure.** If your webinar *must work* at all costs, it's likely it will never work. All my major webinar breakthroughs came as a result of *experimentation*. If it makes millions right away, great. If it doesn't, it puts you on the path *to those millions*.

For some entrepreneurs, the best way to get the webinar done is to remove yourself from the equation.

## Hear Me Out!

Let's say I really got to know you.

I uncovered all your best accomplishments, contributions and the impact you've had on the world.

I then took that knowledge and painstakingly applied my expertise to tell your story.

Specifically, I design a narrative, so you don't come across as arrogant... but you *do* come across as the best person to help a specific audience with their specific problem.

**Better than any other alternative they can find.**

How comfortable would you feel... in that situation... delivering this on a webinar?

## **A Little Bit? Or A Lot?**

Few of us have the benefit of being objective about ourselves.

Scrolling through my phone contacts, I can count over 40+ millionaires who would take my call in a second if I were to ring them.

If you were to do a psychological study on these millionaires, here are some conclusions you could draw...

- **Feelings of inadequacy.** Despite the fact they've accomplished so much, they tend to undervalue who they are and what they can contribute to the world.
- **Hypercritical.** This is often why they get "stuck" trying to use webinars effectively. God forbid you make a mistake!
- **Control freaks.** Typically, how they got rich was through their own resourcefulness. Problem! How you go from rich to super rich

is shifting reliance on your own resources to efficiently deploying the resources of others.

A small segment of entrepreneurs are either able to bypass these issues or move forward despite them.

My question to you is this...

## **Shouldn't More Than A Few Enjoy Industry Disrupting Webinars?**

It's important to understand why this is not currently the case.

Verne Harnish once told me that, in business, more problems are solved by a *who*, not a *what*.

You see, there are whole industries out there for copywriters to pen your written sales materials for you. Using these in your business is as easy as signing your name at the bottom.

There are also content writers for days... who can go through your material and create articles, blog posts, and other assets to educate your clients *as* you, with little to no effort on your part.

If you've experienced any amount of business success, I'm sure you've hired copywriters and/or content writers.

The problem with copywriters is it's all pitch, no substance.

**This is why other forms of advertising usually lose to a webinar.**

These lesser advertising vehicles are not inherently valuable on their own - in fact, they're often the opposite!

Most sales vehicles are annoying, distracting interruptions people put up with in the hopes that maybe... just maybe... there will be a solution at the end that is good for them.

On the other hand, content writers are great at helping educate your prospects, but rarely does that automatically translate into profits.

**In fact, it most often gets *in the way* of sales.** Why buy the cow when you get can the milk for free?

The reason webinars almost always beat the pants off other marketing is because... you can... in the same communication...

## **Provide Value And Sell!**

If someone gets on your webinar - and in the first 30 minutes thinks:

*“Wow, I’ve gotten more insight into how to solve my problem from this person than I have from the last 50 hours of listening to the last 50 gurus... combined!”*

What do you think happens if you get someone to draw this conclusion?

I’ll tell you. By putting them into this state... if you then connect that state with an opportunity to go further with you in the form of an investment...

**You can make more money quicker than most business owners think is even possible.**

More fortunes are lost *not* because companies don't create the state I just described... it's because they don't capitalize on that state *in the moment*.

They educate. They warm up the audience. They build rapport. Then, days or weeks later, they try to turn that into a sale.

Blah.

Listen. A good copywriter is harder to find than an honest politician. If you've ever tried to hire one, you know what I'm talking about.

**All the best copywriters are *not* for hire because they make way more money writing their own copy than writing yours.**

One of the greatest miracles you can perform is finding a C-level copywriter and getting them to produce a result that outpaces your ad spend *and* their fee.

Content writers are easier to find. But then it falls entirely on you to take their output and turn it into money.

## **And There Are *No* Options At All...**

...for getting someone to create your webinar for you.

We'd like to, for the first time in history, give you the opportunity to have the Rapid Crush team do it for you.

We have - finally! - come up with a way where... you can get the best webinar created for you... that both educates and gets people to buy like crazy... **and that you feel 100% comfortable delivering.**

There are caveats though that we first must discuss before going any further.

## **Caveat #1 - There Is Still Some Work On Your Part**

You cannot cook a good meal with bad ingredients.

You will need to give us a lot of information before the Rapid Crush team can start designing your webinar. Expect 2-5 hours here, if not more.

The reason most marketing companies suck to hire is this: **they need your money more than they need the marketing they create to work for you.**

They will say anything they can to make a deal -- including downplaying or neglecting your efforts in the onboarding phase.

The good news is we've taken all the guesswork out of what you need to provide to us.

We've made a fill in the blanks form, with examples and instructions on *exactly* all the raw ingredients you need to give us. It is *identical* to the same things I assemble for my own webinar pitches.

Rapid Crush is in the fortunate position that we don't need any single client's business, or that we must compromise any of the integrity of our service just to try to close a deal.

**Since our name is attached to this, we are going to do it right.** The reality is working with us will take some effort on your part.

The beauty is it's still far less than if you did it on your own. Even better, it's *easy* work for you... we take care of all the hard stuff. We're cooking the meal; you're just bringing us the ingredients.

## **Caveat #2 - There Is A Qualification Process**

Our criteria for taking clients doesn't start and end with "will you give us money?"

The webinar is not always the best answer to every single marketing challenge out there. The world's best webinar can't sell the world's worst product.

On the other hand, a bad webinar can still sell a *great* product.

The number one consideration when taking on a client is this:

**Will this webinar have a high probability of making you far, far more money than what you pay Rapid Crush to create it?**

Which leads us to...

## **Caveat #3 - An Upfront Fee Is Required**

In my younger and more naive days, I was willing to completely bypass any fee and just share in the profits.

The problem with this is some of the greatest webinars I've ever written have never seen the light of day.

Why? The companies who have hired me never ran them! This is because people typically only pay attention to what they pay for.

**We both need skin in the game.**

We're using our resources, time, and opportunity cost to put forward into your project.

This shouldn't be an issue for most. However, it seems 10% of entrepreneurs are allergic to paying others for things they themselves would charge for.

More to the point - if we have to be constrained on the resources we can devote to any project, that project will suffer.

An upfront fee does nothing more than lift those restraints, which better serves us both!

## **Caveat #4 - The More You Win, The More I Win**

While I have found each deal to be different regarding revenue sharing, there *must* be revenue sharing in some shape or form.

Whether it's a percentage of gross on the webinar itself, points on the product, or some sort of royalty based on usage... that's a matter of details.

I think you'll be pleasantly surprised at how we can creatively come up with a solution to revenue sharing.

I've done over 40 of these types of rev share deals... and only twice could I not come up with a solution that wasn't *win-win*.

And of each of those cases, we simply parted ways as friends and didn't do business together.

# How We Work Together

Let me describe the process we use to ensure you get a high-quality webinar done with a *quick* turnaround time.

## **Step 1: Determine The Agreement**

We'll schedule a call with one of our client specialists to determine if this webinar service makes sense for us to move forward with. If it does, we'll take the information from the call and write up a simple letter of agreement, which includes the revenue share plan.

If it's to your liking, execute the agreement and send over the money for the service fee. Once payment is made, we begin...

## **Step 2: The Planning Session**

The purpose here is to prepare you for getting the most out of this service.

You'll be guided through the ins and outs of our *intake form*, which is the information you will provide to us, so we can have everything to create the best webinar for you possible.

By the end of this planning session, you'll know exactly what to give to us and where to go to get it.

## **Step 3: Complete The Intake Form**

If you're familiar with our Genius Webinars training program, you know my \$100 Million Webinar Framework, pictured on the next page:

1 INTRODUCTION	2 CONTENT	3 TRANSITION	4 CLOSE
<p><b>AUTHORITY</b> RESULTS, POSITIONING, CELEBRITY, TESTIMONIALS</p> <p><b>COMMITMENT</b> BECAUSE "BUY IN" LEADS TO BUYING</p> <p><b>OBJECTIONS</b> WHAT PREVENTS THEM FROM SAYING YES TO YOUR OFFER?</p> <p><b>HOPE</b> THE FUTURE WILL BE MUCH BETTER THAN THE PRESENT</p> <p><b>INTRIGUE</b> BECAUSE CURIOSITY LEADS TO ENGAGEMENT</p>	<p><b>DEFINED OUTCOME</b> WHAT'S THE ONE THING THEY WILL NOW BE ABLE TO DO?</p> <p><b>STEP BY STEP</b> FIRST DO THIS, THEN THAT, THEN THIS...</p> <p><b>CONTEXT</b> WHY WHAT YOU'RE ABOUT TO SHOW THEM IS IMPORTANT</p> <p><b>VISION</b> GET THEM TO TAKE ACTION IN THEIR MIND</p> <p><b>STRATEGY</b> STEPS WITHIN STEP OR CRITERIA TO CONSIDER</p> <p><b>COMMITMENT</b> GET THEM TO PROMISE ACTION WILL BE TAKEN</p>	<p><b>60 SECOND RECAP</b> THE WHOLE CONTENT SECTION SUMMARIZED IN SHORT ORDER</p> <p><b>YES MOMENTUM</b> 6 YES QUESTIONS TO ASK YOUR AUDIENCE</p> <p><b>TWO CHOICES</b> DO IT ON YOUR OWN OR DO IT TOGETHER?</p>	<p><b>OFFER</b> PRODUCT NAME, TAG LINE, BENEFIT STATEMENT AND HIGHLIGHT</p> <p><b>PRICE</b> LINK TO HIGH \$\$, DROP IT, DROP IT AGAIN. REVEAL, CALL TO ACTION</p> <p><b>BONUSES</b> HEADLINE, 3 BENEFITS, PROOF, FUTURE PACE.</p> <p><b>GUARANTEE</b> REVERSE THE RISK OR TURN IT INTO A BENEFIT</p> <p><b>OBJECTIONS</b> VALIDATE IT, REFRAME IT, SHATTER IT, RE-ENGAGE.</p> <p><b>SCARCITY</b> THE PENALTY FOR WAITING TO SIGN UP</p>
5-15 MINUTES	45-60 MINUTES	3-5 MINUTES	45+ MINUTES

DESIGN CONCEPT CREDIT: RICHARD ROSSI, THE NATIONAL LEADERSHIP ACADEMIES

The goal of the intake form is to get most, if not all, of these elements from you so we can craft the best webinar possible.

The beauty of our intake process is you don't have to be strategic *at all*.

You give us all the information "brain dump" style. We then figure out where to put what and how to deploy it to have **the maximum sales impact for your webinar.**

By attending the planning session in step 2, you'll know exactly how to breeze through the intake form.

While it's easy to fill out, it *will* take time.

The more time you put into it, the better we can serve you. At the least, plan 2 hours to fill this out. Preferably more.

## **Step 4: Review The Intake Form**

Once you complete and submit the intake form, we'll review it to make sure we have everything we need for your project.

We may have a few questions, points of clarifications, or additional insights from your intake form that may require a bit more information.

Or we may find we have everything we need. We won't know this for sure until we get a chance to review the intake form.

Often, we'll have suggestions like “*if you can send this, then this is how it could help make the webinar even better...*”

Regardless, once we have everything from the intake then we...

## **Step 5: Develop The Draft Webinar**

Here one of our webinar development specialists who... under my guidance... will create an amazing pitch webinar for you.

**This includes the webinar, complete with slides, animations, notes, and a funnel to put it into.** Essentially, when we're done with this step, we hand you over a webinar that could be put into the real world and start making money asap.

## **Step 6: Review The Draft Webinar**

Check out the completed webinar for factual accuracy, proper positioning, and to make sure it reflects your brand and product correctly.

## **Step 7: Revise The Webinar**

If any revisions are needed, they will be performed in this step, so you have something you feel confident in from both a branding and sales perspective.

## **Step 8: Attend The Success Training**

Before releasing your final version, you will be *required* to attend a training by me, Jason Fladlien.

Here I walk you through the best practices for using your new webinar to have the most success in your business.

This is not optional, because I know one session of training focused around your webinar can add tremendous power to the success of your webinar.

## **Step 9: Deliver Your Webinar To You**

All the assets of the webinar will be released to you.

This includes the webinar in Keynote or PowerPoint (whichever you prefer), with all the images and training associated with the webinar.

You will also get a simple registration, thank you page, and order form for this webinar as well, so you have a funnel to go with your webinar.

Sound good?

## **Here's What To Do Next**

If you're interested in moving forward with this, email [support@rapidcrush.com](mailto:support@rapidcrush.com) with the subject line "WEBINAR SERVICES."

Important: While this service will always be available, we are but one company with a limited amount of webinar creation and design professionals on hand... so the sooner you respond, the sooner we can begin work.

Even though this is a relatively new service, in the sense we have finally *formalized* the process... **through word of mouth alone, we've already almost hit capacity for taking on new clients.**

That's why it's important you email [support@rapidcrush.com](mailto:support@rapidcrush.com) immediately. Our average response time to a support request is 63 minutes, last I checked.

We will reply to coordinate a time for you to schedule a call. On this call, we will determine if (1) it makes sense to partner together and (2) to get information on your project to form the webinar services agreement.

Then we go from there.

Sending an email puts you under no obligation to partner with us for your webinar creation, nor does it guarantee we will take you on as a client.

If it isn't win-win, we won't do it. Or if you feel... after going through the discovery process that this isn't for you... no biggie.

## **Potential Questions You May Have Right Now**

If you haven't emailed [support@rapidcrush.com](mailto:support@rapidcrush.com) yet, it's likely you have some thoughts which this letter has yet to address.

If that's you, read on.

## **Why are we offering this?**

Great question! I'm a big believer in digging your well before you get thirsty.

I wholeheartedly believe many companies out there right now lack the ability and resources **to properly exploit the greatest marketing vehicle that currently exists** - which is a pitch webinar.

While in the short term, I could devote all Rapid Crush's resources into my own webinars and probably earn a big chunk more in revenue... yet that's not scalable.

Instead, why not install my webinars into other businesses, provide significant value to those business, and along the way make more money in the long term?

The reality is the fee for our webinar services is \$25,000. I'm fully aware this is far below the market value of what the pricing of this should be.

And I'm okay with that *for now*.

Just like any success in my life, I create such over the top value with my business initiatives... which in terms creates massive momentum... and attracts the best clients to me.

**When that happens, of course, we'll increase the service fee to meet with demand.**

Right now, you're a benefactor of timing. You're on the ground floor, and as such, if you think this has merit you should act expediently on this opportunity by emailing [support@rapidcrush.com](mailto:support@rapidcrush.com).

## **Will you personally create my webinar for me?**

Unlikely, and for good reason.

If I were to do *everything* for your webinar, the fee would be *at least* \$100,000 plus revenue share. This *may* make sense for you if your business is in a certain position where a 10/10 webinar would have an exponential result.

The reality though is the difference between a 9/10 webinar and a 10/10 webinar is usually incremental.

When we sold over \$25,000,000 worth of Amazon products, I made sure to do 100% of the work from start to finish.

I knew having all those little advanced techniques, innovative angles, and dramatic demonstrations could possibly make extra *millions*...

Most of my webinars these days though are crafted in almost the exact same way we will craft your webinar. I built a system for webinars and trained a team to help me deploy that system.

**I just give them the raw ingredients, as I ask you to.**

In most instances, you will make *more* money by having a world-class webinar (which my team can do) than by having a *one of a kind* webinar (which I can do) ...

Hopefully, that makes sense, as it's paradoxical. If you think a "Jason Fladlien" crafted webinar makes more sense in your situation, then let us know that when you email [support@rapidcrush.com](mailto:support@rapidcrush.com) and we can assess it.

As a corollary to this...

## Can you guarantee your webinar will make me rich?

Nope. A webinar, no matter how good it may be, is only one factor of a successful marketing campaign.

Here are some things that we have no control over that can derail the success of even a world-class webinar...

- **Bibles to Muslims.** The best webinar to the wrong audience will be highly unlikely to make money. We will do our best during the process to make sure you have the right audience in order, but that is primarily your responsibility.
- **Operational leaks.** I've been paid obscene amounts of money to create market campaigns that never get deployed. The bigger your business gets, the more you end up with "shelfware" - things you pay for that, for whatever reason, never go live. While I'd be pissed off if this happens, I know for some it will happen. Again, that's on you.
- **Offer Incongruence.** It's possible to have an offer that checks all the boxes of what makes a good offer... yet, when it's put in front of the audience, it just doesn't land. Anyone who thinks they can always predict what audiences will buy is a fool. Offer incongruence is most likely to happen with new products that have never been sold to the public before. I'm all for launching new products, but these are speculative. Sometimes they work, sometimes they don't.
- **Mindset.** This is the big one. Some entrepreneurs have trouble doing *different* things than what they've grown accustomed to. If you're uncomfortable going out there and aggressively marketing your webinar, you will find ways to self-sabotage. We have almost zero control of this. We will do our best upfront to screen those with impoverished mindsets, but some inevitably will slip through. Hopefully, that's not you.

# Here Is What I Can Guarantee:

**You will get a great webinar, with the funnel included, that maximizes your chance of both short and long-term success.**

Equally as important, you get the webinar done *quickly*.

A 9/10 webinar deployed from idea to completion in 2 or 3 weeks is usually *far better* than the “perfect” webinar that takes 2 or 3 months to produce.

## **Who is this service perfect for? And who not?**

Having produced more successful webinars in more niches and industries for more different types of products and services than *anyone*...

I can tell you plainly exactly who this service is perfect for.

1. **Asset accumulators.** A webinar *is* the rising tide the lifts all boats. Smart entrepreneurs know having multiple sales vehicles out in the typically improve the performance of *all* sales vehicles.
2. **Feedback addicts.** One of the hidden benefits of webinars is it uncovers hidden desires of your audience in a way that no other type of interaction can. One of the single greatest competitive advantages you can have in business is to know intimate things about your audience that none of your competitors do...
3. **Experimenters.** When I shifted my focus from “this has to work no matter what” to “let’s see what happens” ... stuff worked *better*. If you can adopt a mindset of curiosity, without being overly attached to results, you’ll get better results. True.

- 4. Respect to systems.** My obligation is to ensure you have the greatest chance of creating the most profitable webinar. My friend Joe Polish says, “don’t hire a dog and then bark for it.” My system most likely works far better than your personal preferences of what you think “should” work for a webinar. The more you can respect my expertise in this regard, the more likely you are to be successful.

On the flip side, these are the problem-child clients who we try to avoid working with at all costs.

- 1. Make or Breakers.** If the fate of your company solely rests on the success of the webinar we create for you, I will politely decline going forward with your project. There is just too much pressure on us in this situation, and ultimately, there is too much pressure on you. Just use the Genius Webinars training for now instead.
- 2. Plodders.** The types that take 3 hours to decide what to have for dinner; where every little thing has to be looked at and considered before anything happens. I hold no judgments if that is you... it’s just not worth it for us if this is the case.
- 3. Blank slates.** I love helping the person just starting out in business. That’s why we create information products, software and coaching programs. However, we tend not to take them on as service clients. Now, there’s a difference between a guy who has already made millions in one business and is starting again, and someone who has never made any real money in business. If you have little to no previous business success, start with Genius Webinars.

## **But will it work if I sell \_\_\_\_\_?**

Probably. There are few businesses I have encountered who sell something where a webinar doesn't help sell more of it. But that's why we first have the discovering call before taking on any client, just to make sure.

Just drop us a line at [support@rapidcrush.com](mailto:support@rapidcrush.com) with "WEBINAR SERVICES" in the subject line, and we'll take a look and give you the honest scoop on whether our service makes sense for you or not.

## **Anything Else?**

I think if you're still uncertain, this excerpt from the final chapter in my webinar book, **One To Many**, will be helpful to you.

That book has yet to go to print, and when it does, I anticipate we'll be getting a lot of inquiries for our webinar services, so keep that in mind.

### **The excerpt:**

Here is what we look for when taking on a client. First, it must make sense economically. Our service starts at \$25,000 plus royalties... many businesses—especially the ones we work with—have no problem making such an investment.

I personally know of hundreds of businesses where \$25,000 is chump change. The real challenge is where you put that capital to work for you. Should you entrust it to us for a webinar, or should you deploy that capital elsewhere?

To help answer that question, let me give you some real-world scenarios. If you feel in line with any of these scenarios, then it'd be hard to imagine

something other than a webinar that would give you a higher return on investment.

First scenario. A company contacts us that sells a \$19,000 consulting service. Right now, the service is being sold essentially one-to-one. They have a few great salespeople, several good ones, and a ton of dead weight—which is almost always the case with any sales force.

They are missing a *marketing vehicle* to help aid and assist their sales force. This is a slam dunk for us because all we have to do is work backward. We sit down with the top sales agents, determine what they do so effectively when they sell in person, and “can and clone” it so any salesperson can now use this asset. Eventually, what happens is these sales agents, ahead of their appointments, have their prospects watch the webinar.

*Then* they engage with them. Sales double as a result, which not only directly makes this company a bunch more profit but allows them to attract more sales agents from a competing organization in their market.

If you’re a company that predominantly relies on sales, adding any type of marketing on top of it is usually a massive upgrade to your bottom line. In nine out of ten cases, the best vehicle is a webinar.

Second scenario. You are schooled in my friend Jeff Walker’s product launch formula, and you’ve done well.

You have a marketing funnel that sends people through a series of three content videos, spaced a day or two apart, that leads them to a sales video at the end, which sells a \$1,000–\$3,000 offer. You have either have never done a webinar within this marketing funnel, or you have, but it didn’t perform as expected.

Putting the *right* webinar within this marketing funnel would do wonders for you, and the sooner you have that webinar in place, the sooner you'll start making more money.

Third scenario. You have an audience you can easily reach and who you have already attempted to sell your product to, but they said no. What I learned early on is that new information can lead to a new decision.

I was talking on the phone with Kevin Harrington—inventor of the infomercial and “As Seen On TV” brand, as well as being an original shark on Shark Tank—and this is how I put it to him: “It’s like the inscription on the Statue of Liberty—‘Give me your tired, your poor, your huddled masses...’

Well, give me all the people who you’ve tried to sell something to but haven’t and who you’ve otherwise written off...and we’ll sell them the exact same product but through a webinar, and essentially pull free money out of thin air.” *(Kevin became a webinar services client in short order.)*

Over the span of three years, to the exact same audience, we did this to the tune of millions of dollars. Every six months, we would do a webinar to the people who hadn’t bought the offer yet, and each time, we’d walk away with a new pile of customers and cash.

Most audiences that businesses reach and market to get 90 percent sold. The problem is, 90 percent sold, or 0 percent sold show up the same on a balance sheet—a big fat zero. The webinars Rapid Crush creates help get a lot of people from 20 percent or 40 percent or 90 percent sold across the goal line.

Fourth scenario. You have achieved success in a business, and you’ve done well for yourself financially. Now you’re being pulled in a new direction—a new startup, a new project that you’re passionate to get off the ground. You want to make a difference.

This is actually a dangerous position to be in. I remember talking to a couple once who had just exited a business for close to nine figures and were now working on a new company that was going to change the world. The only problem is they had spent 10 million dollars developing this new product without ever putting it to market.

They had the luxury of not having to be worried about the bottom line, which is also a curse because it allowed them to be undisciplined in their marketing. They had tinkered with this product for the last four years and still hadn't gotten it off the ground.

Only now were they coming to grips that nothing really happens until something gets sold.

Simply having a webinar done and available to use to start selling something would, if nothing else, *psychologically* shift their perspective into getting their product out of the laboratory and into the real world. Now granted, this webinar upfront will probably not make them money because they have no audience.

The product is untested and not even in its best and final state. Yet still, for this couple—and sadly, for many businesses—the cost of not having the webinar is much, much greater than having it, even if they have no plan on how to make the webinar profitable yet.

Fifth scenario. You've done webinars before, and you have been successful with them. You could easily take what I taught you and implement it on your own and probably do *better* than what we can do for you.

But what's the opportunity cost? Many successful webinar presenters I know become so profitable with webinars that they end up with too many other responsibilities to keep creating and deploying webinars. I was having dinner one night with the CEO of a thirty-million-dollars per year company, and he is

one of the best marketers in his industry. He was lamenting how he never gets to do marketing anymore because he has to run the company.

The hardest part is delegating to someone else what you are so good at yourself. What often happens is, instead of just getting it done and out the door, you hold on to a hope that somehow, you'll be able to do it yourself. The result is that nothing happens, which is sad because, in these scenarios, anything is better than nothing.

Sixth, and final scenario. You like to shake things up. You have no idea if a webinar even makes sense with what you sell and who you serve.

It's a highly speculative activity to engage in. But you spend more significant amounts of money on other speculative endeavors that don't carry nearly the upside of what you think a webinar could. I've made my fortunes playing in this territory. I've also struck out fabulously with this approach.

It is risky *if* you only look at the performance of the webinar, because 50 percent of the time it'll fall flat on its face. But 50 percent of the time it will create a breakthrough, a disruption, a complete shift in this industry. The catch is this: paying out the \$25,000 can't cause you to lose even a second of sleep.

As one successful entrepreneur told me early in my career, "Hey, if nothing else, it's a write-off."

If you see yourself in one or more of the following scenarios above, here's what you should do next: send an email to [support@rapidcrush.com](mailto:support@rapidcrush.com), say you're interested in wanting to hire us to create your webinar for you, and we'll send you an information packet giving you more details. If, after going through the information packet it all makes sense to you, then contact us again, and we'll start doing discovery to make sure we're the right fit and go from there.

If you're unsure but think there is merit to working with us, then feel free to email [support@rapidcrush.com](mailto:support@rapidcrush.com), and we'll send you the information anyway. Nothing ventured, nothing gained, right?

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## Ready To Start?

Ok, this letter ended up being way longer than I anticipated.

Let's wrap up. If this makes sense to you, email [support@rapidcrush.com](mailto:support@rapidcrush.com) with the words "WEBINAR SERVICES" in the subject line, and we'll set up a call to see if this makes sense to partner with you on.

Talk soon,

A handwritten signature in black ink that reads "Jason Hadlien". The signature is written in a cursive, flowing style.

**P.S.** If you skipped to the bottom without reading the whole letter - here's a quick summary:

If you're the right fit, we can create your webinar for you for \$25,000 plus a revenue share, which we can work out as we explore if this partnership is the right fit.

**We have a 9-step process for having our company create and deliver for you a world-class webinar... including a simple registration, thank you, and order form page for your webinar funnel.**

It may or may not make sense for you, depending on where you are in your business and what you have to offer.

If you think it makes sense for you, read through this letter again and if it still sounds good to you, email [support@rapidcrush.com](mailto:support@rapidcrush.com) with “WEBINAR SERVICES” in the subject line and we’ll set up a call to explore things further.

Neither of us are under any obligation to do business together, and we are only interested in win-win-win situations.

Resources are limited, so the sooner you respond, the quicker we can move forward.