

THE FOUNDATIONS OF RUNNING A WEBINAR EVERY SMALL BUSINESS OWNER NEEDS TO KNOW

LEARN THE CRITICAL SKILLS,
TOOLS & TECHNIQUES TO
RUN A SUCCESSFUL
WEBINAR

By **Stuart Bazga**
(with **Steven Essa**)



The Foundations of Running a Webinar Every Small Business Owner needs to Know

(Learn The Critical Skills, Tools, Techniques
To Run A Successful Webinar)

By Stuart Bazga

(with Steven Essa)

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ATTENTION: A Special Note about how this book was created.

Dear Friend,

Thank you for claiming your copy of **The Foundations of Running a Webinar Every Small Business Owner Needs to Know (Learn The Critical Skills, Tools, Techniques To Run A Successful Webinar.)**

This book will teach you critical skills, tools, techniques and more that every Small Business Owner needs to understand and apply.

This book was originally created as a live interview.

That's why it reads as a conversation rather than a traditional "book" that talks "at" you.

I wanted you to feel as though I am talking "with" you, much like a close friend or relative.

I felt that creating the material this way would make it easier for you to grasp the topics and put them to use quickly, rather than wading through hundreds of pages.

So, relax.

Grab a pen or pencil and some paper to take notes.

And get ready to take your Webinar to the next level so you can understand how to run your very first webinar.

Let's get started with right now...

Sincerely,

Stuart Bazga

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Meet Steven Essa

In his own words....

"When my parents arrived in Australia in the 1970's, they were poor, uneducated and spoke no English. However, like many post-WW2 immigrants, they were hard workers – with a commitment to making a better life for my sister and I, in this strange, new country.

While there was never enough money for luxuries, Mum and Dad had a strong religious faith, family values and a work ethic that gave us the solid foundations upon which to build our lives... even though we didn't realize it at the time."

"You see, I was easily distracted – especially when it came to going to high school! Rather than taking what seemed to be the long road to riches: doing well at school, to college etc., I decided that starting a heavy metal band and earning a fortune in royalties was a much better way to go!

That I couldn't read music, didn't have an instrument, or know how to play one, were just 'details'. I became inspired, possibly for the first time in my life, to TAKE ACTION to make my dream happen.

I changed subjects at school, from Ancient History to Music (with, I have no doubt, the encouragement of my Ancient History teacher!), and with the support of a very patient music teacher, I learned to play guitar. And so began an ongoing love affair with the instrument.

GROW MY BUSINESS

After all, I was going to be a rock star.

In the early days after school I followed my dream, and formed a heavy metal band which enjoyed early successes in the local music scene, including playing at Australia's premier live music event (see picture of me at The Big Day Out in 1999 – it's hard to look scary when you're smiling all the time!).

As anyone who has been in a band will know, it's almost impossible to eke out a living by performing, and such was the case with ours. So, after several years touring Australia and attempts at breaking into the United States music scene, I finally realized that this would not be my path to fame and fortune, and the band became a sideline."

"For several years, my life became a kaleidoscope of uplifting and beneficial experiences mixed with frustration and failure. I was an apprentice panel beater (fixing bent cars), a telemarketer, maintenance man, network marketer, property investor, and full-time career to my parents.

To say that these were all 'character building' years would be an understatement. But at no time did I ever think 'this is it' for me – I knew that there were bigger and better things ahead, perhaps just around the corner. So I prayed for guidance.

In February 2008, I was given a copy of Brett McFall's 'How To Make Money While You Sleep'. After meeting Brett, and TAKING ACTION by requesting his mentorship, my life changed. I embraced Brett's concepts for creating recipes for success in niches, and applied these to running highly profitable webinars.

Right from the start, when I was successful in raising \$30,000 in 30 days for my church. I soon after discovered webinars and started making money instantly. I knew that webinars, and the continually evolving strategies, tools and techniques used to make them profitable, were my 'thing'.

Now recognized as a world-leader in this niche, by speaking at major online business and internet marketing events around the world, I show others that by automating webinar processes they can create new businesses, and turbo-charge the profits of existing businesses.

Introduction

Stuart: Hi everybody, and welcome to today's call. On the line I have Steven Essa. A failed high school student, Steven Essa is known as the 30K Guy, the Webinar Guy.

While he no longer works nine to five, his coaching students are reaping the results of his knowledge about the Internet, often creating online marketing businesses that make up to 40+ per year in just 12 weeks.

Steven learned through trial and error, testing and measuring so many elements of Internet marketing that now, in a matter of minutes, he can create money with no database, no product and no website, producing on average 30% conversions, and mentors and coaches in a way that makes people take action.

He's also the founder of the world's latest coaching program on the Internet, **www.InternetCoachingSchool.com**

Hi Steven. Are you there?

Steven: Yeah, mate. G'day Stuart. How are you?

Stuart: Fine thanks, and yourself?

Steven: Terrific, mate. Terrific, thank you.

Stuart: They've been keeping you busy?

Steven: Always busy, mate. Always doing something in this wide world of learning the Internet. There's always something happening. Always another buck to make.

Who is Steven Essa, Your #1 Running A Webinar Expert?

Stuart: I'd like to first start off by asking, could you give us a little bit of background about how you got involved in making money using webinars, and what led you to become such an expert?

Steven: Yeah, mate. Thanks. Basically, I first started to look at Internet marketing for my boss's business. I used to work in real estate, for a real estate investment company. I worked full-time – 12 to 14 to 16 hours a day, sometimes.

I didn't mind doing it because I was passionate about real estate. I was buying property and learning and studying, and basically figuring out how this whole process of creating wealth and cash flow goes.

It was about 12 months into working for that company that I noticed that their Internet marketing was very, very poor in relation to the competition. I kept pointing out to the boss that the competitors had this and that, and look at this e-mail and this newsletter, and these videos that they're creating.

We weren't doing any of that, so he put the challenge on me to go and figure out how to make it work.

I didn't know anything about websites or how to build them, or anything like that, at the time. It was back in 2006. Basically, after much frustration, I set out on a quest to actually make it happen. I found a very simple site builder, and then started to tweak the website.

Then after about four months of trying to do it myself, I got frustrated and realized that I needed some help. There are certain things that you just can't learn on your own – or you can, but in my case, being a retired panel beater, former heavy metal musician, there aren't enough brain cells to figure out that stuff on your own.

So, I went to a seminar. It was a Brett McFall seminar – two-day workshop in March/April 2008. At that seminar, I learned so much in two days – more than I knew about the Internet in its entirety – and more specifically, how to make money on the Internet.