



StealthSeminar

StealthSeminar Customer Success Story:

Chris Vermeulen





“

I HAVE BEEN ABLE TO CLONE MYSELF. IN FOUR MONTHS FROM THE DAY WE LAUNCHED WE HAVE DONE OVER A MILLION DOLLARS IN SUBSCRIPTIONS THROUGH STEALTHSEMINAR. THAT DOESN'T EVEN INCLUDE ANY EXTRA SALES THAT WE HAVE GENERATED FROM CARRYING THAT OVER TO OUR WEBSITE.

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Chris Vermeulen



Chris' Results

- Automated conversion via hourly webinars
- Use of a webinar as the top of a marketing funnel
- More leads being converted in the backend through follow up campaigns
- Best sales ever

How StealthSeminar helped Chris increase conversion and automate his marketing

- The ability to schedule and run automated webinars
- High-quality training materials to get you set up
- Intuitive software and detailed analytics
- Responsive customer support

What were the challenges you had generating sales and lead before using StealthSeminar?

My name is Chris Vermeulen, and I have been an entrepreneur my entire life. I have got several different businesses, and I like to do trading and help people build businesses online.

My business is my focus and my passion. There are some exciting ways to make money online, and StealthSeminar is one of them.

It has always been about trying to get traffic to convert, and that's the hardest part. Getting traffic is hard, but getting someone's details is difficult.

Before StealthSeminar, we used typical opt-in forms. The biggest thing with Stealth Seminar is that they give you the step-by-step guide, strategy, AB testing, and split testing so that you can do all this yourself.

Following their guidance, you can go from a 30% conversion to 55% or 65% conversion, which is a dramatic change.



What was your eureka moment?

The day I launched our webinar with StealthSeminar, was our biggest sales day ever. Every hour of that day, I would look because I had campaigns running these webinars every hour.

About three or four minutes after the hour, every hour, orders for new subscriptions would start rolling in. Every day after that, I would refresh the page and look at our sales for the day.

There was a clear pattern where directly after the webinars finished, more sales would come in. StealthSeminar is like having twelve duplicates of me running a webinar every hour of the day.





How did StealthSeminar help you?

When we implemented StealthSeminar, I took all their courses. I spent two days watching all the videos and making notes. For about a month, I implemented everything I possibly could. I created the ultimate webinar and ran it.

Through that process, I understood how to speak to people's urges, wants, and needs and how you can subliminally appeal to those in your webinars.

With this strategy, you let them convince themselves that they need it. It means you don't have to push the sale at all. You just share information.

That was a big kind of transformation in terms of how we communicate. Instead of pushing to buy, we will show you everything we have and how to do it.

They come to their own conclusion that we know what we are doing, and then they want to join. A big part of the entire process is email campaigns and other ways to close the sale.

There are nine emails in our campaign. If they didn't attend the webinar, they get another wave of emails. If they did attend and watched it to the end, they get another set of emails. It was amazing, adding that backend to the business.

The backend is where you generate the majority of sales. You make a lot upfront with the webinar, but getting them to convert in the backend is where the real money is made.

Using StealthSeminar built the business out and helped us understand how to structure our offers. It does everything you need to take your business up ten levels quickly.

Would you recommend StealthSeminar?

For sure, I recommend StealthSeminar. It is going to refine your online marketing strategies and messages. It doesn't matter what your product or services are, there is no reason you can't talk about your passion.

No matter the length of your webinar, if you put the StealthSeminar processes in place and follow it to the end, you are going to see a dramatic improvement in your business.

You will have customers who are happier with the product because they have a thorough understanding of what they just purchased, which will help your bottom line at the end of the day.