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AIX TRAINING GUIDE 15 OF 15 · FREE

Automated Webinars That Sell

Plan a presentation that teaches and sells, fill the room, follow up by what each person did, and track every registration and sale on your own WordPress site.

Kevin Fahey · ResultsAiX.com

A good webinar does something no sales page can. For forty-five minutes, a person sits with you, learns something useful, sees how you think and hears you answer real questions. By the time you make your offer, they already know you, and the offer feels like the natural next step rather than a pitch.

I have run webinars for years, live and automated. The sales come from the whole system around the webinar: the page, the reminders, the offer, the follow up and the numbers. This guide builds that system with ResultsAiX Webinars and the tools that join in, using **Brightline Coaching** as the example. Every screenshot is a real ResultsAiX screen.

What you will have by the end of this guide

- A presentation outline that teaches first and makes the offer feel natural
- A registration page and reminders that bring people into the room
- A timed offer, a replay that sells and follow ups by what each person did
- Tracking on every link, and a 14-day plan to run your first webinar

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PART 1

Why Webinars Still Sell

People buy from people they trust, and trust is built by being useful. A webinar lets you be useful at scale. You teach one clear idea, you show that it works, and you answer the questions that would otherwise stop someone from buying. A sales page gets a few minutes of attention; a webinar gets the best part of an hour, enough to teach, tell your story and make a proper offer. A room with a countdown and a busy chat feels like an event, so people pay attention and act while it is happening. And every question answered in the chat is one less reason to wait. On an automated webinar, the AI assistant answers for you around the clock.

A webinar also shows you who came, how long they stayed, who saw the offer and who clicked, and each of those needs a different next email. Part 12 shows how.

The Two Numbers That Drive Everything

Almost every webinar result comes down to two numbers. **Show-up rate** is how many of the people who registered came to the room. **Click rate** is how many of the people in the room clicked your offer. Show-up rate is built by your schedule and your reminders. Click rate is built by the teaching before the offer. Keep these two in mind through the whole guide: every part of it improves one or the other.

PART 2

Live, Recorded Or AI Deck

ResultsAiX Webinars runs three kinds of webinar. All three share the same registration pages, room, chat, timed offer, replay, emails and analytics, so you learn the system once and use it whichever way you present.

Mode	How It Works	Best For
Live	You broadcast from your browser with your camera, your screen or both. It goes straight to your own site with no account to sign up for, through your own Cloudflare Stream account for very large rooms, or you embed a stream you already run elsewhere.	Launches, question and answer sessions, and your first run of a new presentation
Recorded	A video you already have, a file from your Media Library or a recording made in your browser plays on your schedule, locked to the session clock so it behaves like a live airing.	Evergreen webinars from a presentation you have already given
AI Deck	Your script becomes narrated slides that play in the room against the server clock. There is no video to render or host, so it is ready as soon as the narration is made.	Building an evergreen webinar quickly, or testing a new topic

When To Run It Live And When To Automate It

Live and automated are not rivals. The strongest pattern I know uses both. Run a new presentation live first. You hear the questions people really ask, you see where they lean in and where they drift, and you improve the offer while you talk. Once it sells live, record it and let it run on a schedule, every day if you like, with the live chat and your answers carried across. Part 10 shows you how that takes one click.

> **Be straight about what it is**
>
> On an automated webinar, call it a presentation or a training rather than a live event. The room still feels alive: the chat runs, the AI assistant answers, people are welcomed by name and the offer appears on time. Being honest about the format keeps the trust that the webinar is there to build.

PART 3

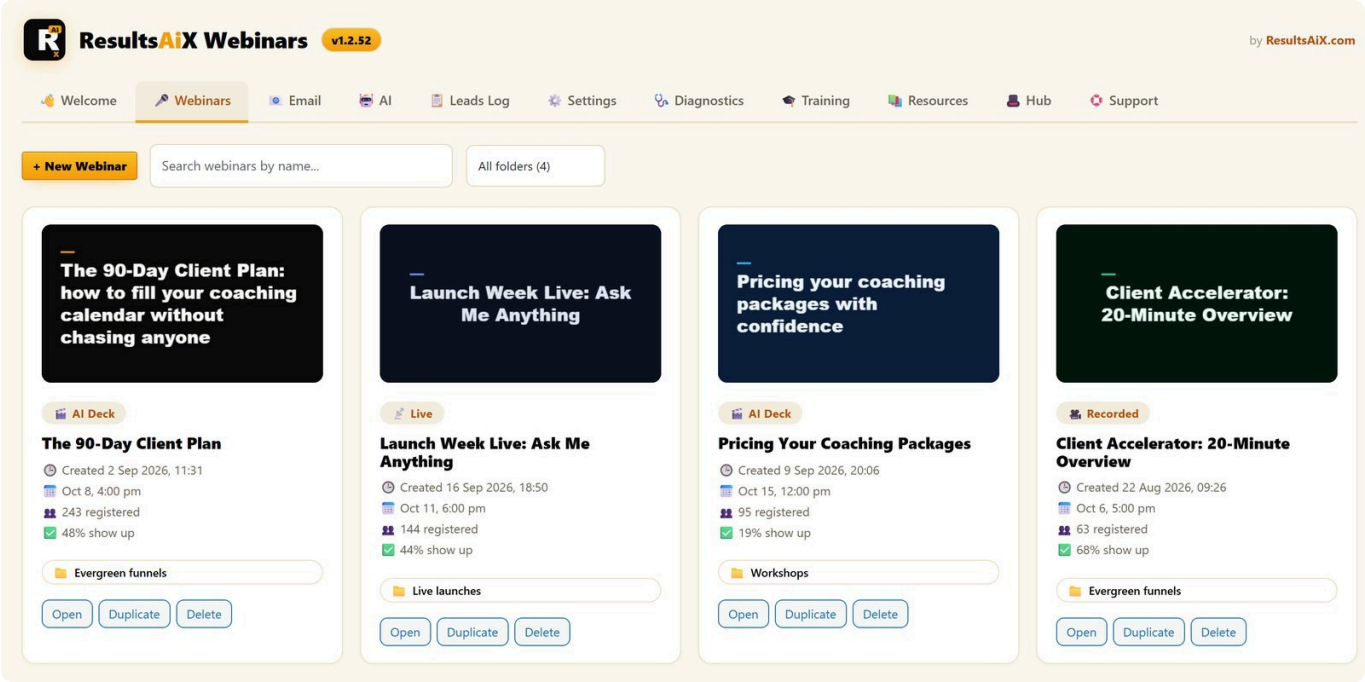
The Whole System On One Page

Here is the path one person walks, from the first link they click to the product they bought. Every step happens on your own WordPress site.

Register a page or form saves their seat → **Remind** confirmation and three reminders → **Attend** the room, the chat and the AI assistant → **Offer** revealed on time with their tracking → **Follow Up** by what they did, until they decide

Each ResultsAiX tool has one clear job along that path. You can start with ResultsAiX Webinars on its own and add the others as you grow.

Tool	Its Job In Your Webinar
ResultsAiX Webinars	The registration page, the emails, the room, the chat, the AI assistant, the offer, the replay and the webinar analytics.
ResultsAiX Mailer	Sends every webinar email through your own sending services, adds registrants to lists by what they did, tags opens and clicks, and runs your longer follow up.
ResultsAiX Funnels	Builds a whole webinar funnel around your webinar: registration page, thank you page, sales page and replay page, with every form registering people for real.
WP Conversion Tracker AI	A tracking link for every place you share the webinar, so you know which placement sends registrations, and which sends buyers.
WP Sync	Passes people and buyers between tools: every webinar behaviour can start a bridge, and a buyer anywhere can be registered for a webinar or added to a list.
ResultsAiX Membership	Delivers what they bought: a course, a programme or a club behind a login, with access granted the moment the payment is confirmed.



Every webinar, its mode and its show-up rate.

Every webinar sits on the Webinars screen as a card with its mode, its next session, its registrations and its show-up rate, so you can compare them at a glance.

PART 4

Plan A Presentation That Sells

The webinars that sell best are the ones that teach best. Your presentation has one job: to help people see a result clearly enough that your offer becomes the obvious way to get it. That means real teaching, not hype, and it means a structure that moves from the problem to the result to the next step.

The Teaching Outline

Here is the outline I use, with timings for a 45-minute and a 60-minute webinar. It is the same shape the plugin's AI uses when it drafts a script: a hook, a story, the teaching points, a transition, the offer and a close.

Section	What You Do	45 Min	60 Min
The promise	Say exactly what they will walk away with, and who it is for. Ask them to stay to the end, and tell them why.	0 to 3	0 to 4
Your story	Where you were, what changed, and how you know this works. Short, honest and specific.	3 to 8	4 to 10
Teaching point 1	The first big idea. Teach it properly, with an example they can picture.	8 to 16	10 to 20
Teaching point 2	The second idea, building on the first. Add a real result from a customer.	16 to 24	20 to 30
Teaching point 3	The third idea, which shows the full picture and how much there is to do.	24 to 30	30 to 38
The transition	"You can do all of this yourself. If you would like help to do it faster, here is how I can help."	30 to 32	38 to 40
The offer	What it is, what is included, who it is for, the guarantee and how to get it. Your offer appears on screen here.	32 to 40	40 to 50
Questions and close	Answer the real questions, repeat the offer, and tell them what happens next.	40 to 45	50 to 60

Notice where the offer sits: after the teaching, never before it. By then people have had real value from you, and the offer is simply the faster route to the result you have just shown them.

Teach The What, Offer The How

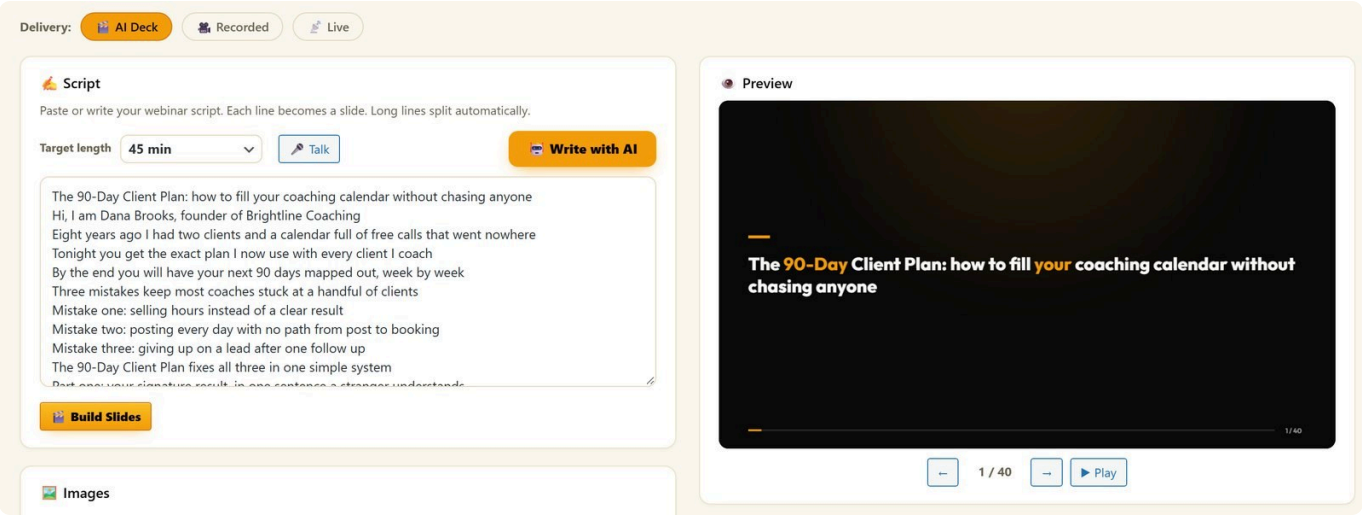
The most useful rule for webinar content is simple. Teach **what** to do and **why** it works, generously and fully. Your offer gives them the **how**: the templates, the step-by-step programme, the tools, the support. Someone who leaves with a clear plan and no offer still tells their friends about you. Someone who leaves with a clear plan and wants help doing it faster becomes a buyer.

Brightline's webinar, in one line per section

1. Promise: fill your coaching calendar in 90 days without chasing anyone.
2. Story: Sarah went from two clients and a calendar of free calls to a waiting list.
3. Teaching 1: one signature result a stranger understands in a sentence.
4. Teaching 2: a three-offer ladder that turns a free call into a paying client.
5. Teaching 3: a weekly content rhythm that books calls in a few hours a week.
6. Offer: the Brightline Client Accelerator, 12 weeks of group coaching built on the plan.

Write It Or Let The AI Draft It

In AI Deck mode the script is the webinar: each line becomes its own slide, so short lines make strong slides. Write your own script, dictate it with the Talk button, or press **Write with AI**. Give it your topic, who it is for and what you offer at the end, and pick a length from a 2-minute test up to 90 minutes. Better still, paste your sales page or its address and press Fetch page: the AI then writes from your real promises, proof and offer wording.



Each line of your script becomes a slide.

Build my whole webinar goes further. From one short brief or your sales page it writes the script, builds the slides, writes the polls, the simulated chat, the registration page and the emails, saving each step as it finishes. You then read everything, generate the narration, set the schedule and add your offer. Treat every draft as a starting point in your own voice.

Narration, Slides And Your Own Voice

Pick a narrator and press **Generate Voiceover**. Built-in voices run in your own browser at no cost per word, or use the free Results AI Voice Engine app to narrate in your own cloned voice, stored on your own machine. Choose one of eight slide themes, and add pictures with the AI image button or your own uploads.

PART 5

Set Up Your Webinar Step By Step

A setup guide runs across the top of every webinar and tracks the four required steps for you: Content, Schedule, Registration page and Emails, with the Offer as an optional fifth. Your registration link is shown with a Copy link button from the moment the webinar exists. Here is the order that works.

1. **Set up your email sending first.** The join link reaches people by email, so open the Email screen and choose how your emails are sent. With ResultsAiX Mailer on the same site, choose it and every webinar email goes out through the sending services you already use, with nothing else to set up. Send yourself a test.
2. **Create the webinar.** Open AiX Webinars, then Webinars, click New Webinar, give it a name and pick Live, Recorded or AI Deck.
3. **Build your content** on the Content tab: your script and slides, your video, or your live setup.
4. **Set the schedule** on the Schedule tab (the table below).
5. **Write the registration page** on the Registration tab, then press Publish to the live page.
6. **Check the emails** on the Emails tab and tick the reminders and follow ups you want.
7. **Set your offer** on the Offer tab, then register yourself as a test and walk through the whole path.

Choose Your Schedule

Times are entered in your site's time zone and every visitor sees the session in their own local time. Set your WordPress time zone to a city near you, not a fixed offset, so summer time is handled for you.

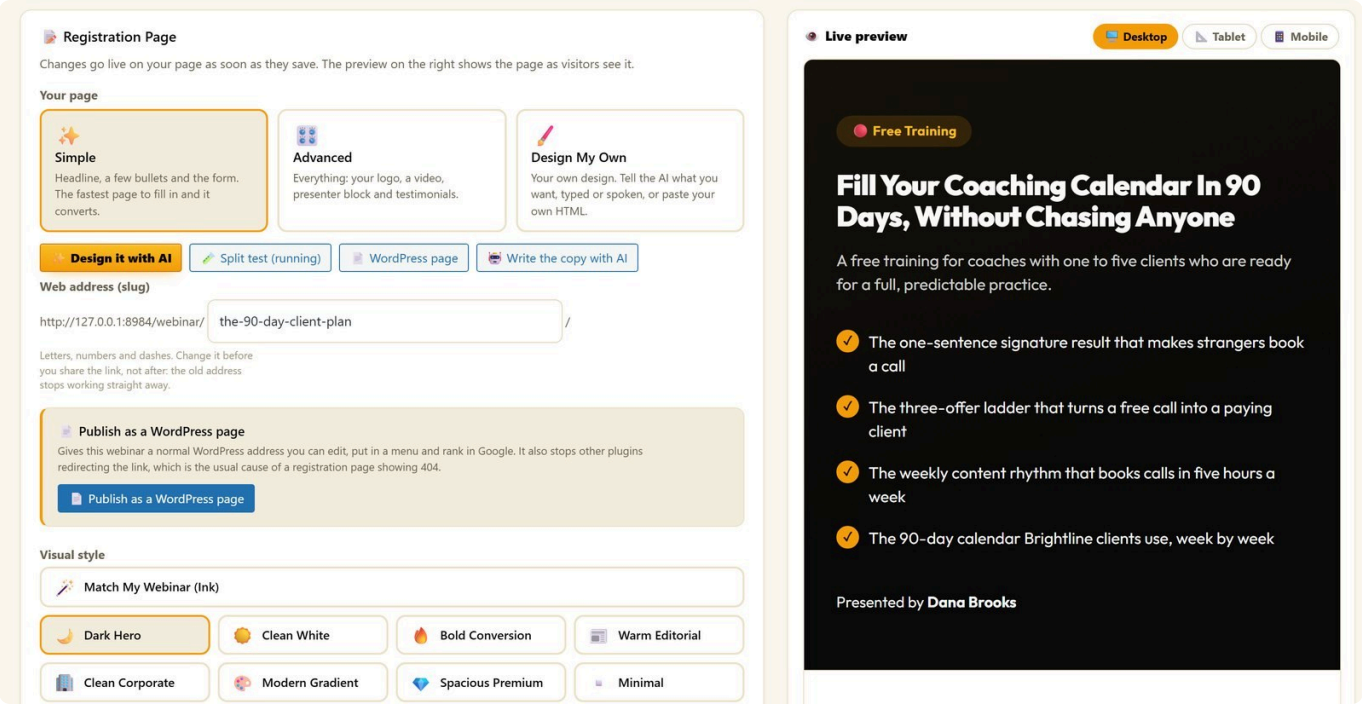
Schedule	How It Works	Use It For
One off	Specific dates and times. Add as many as you like.	A launch, a live event, a short promotion
Recurring	Set days of the week, every day, or every few days, each day with its own start time if you like. Visitors can choose from the next five sessions.	Evergreen webinars that feel like an event
Just in time	A fresh session starts on a repeating interval, so whoever registers joins the next one in a few minutes. Everyone in the same slot shares the chat.	Paid traffic and busy evergreen funnels
On demand	Every visitor gets their own session that starts seconds after they register.	Training that people want right now

For an evergreen webinar, a recurring schedule with two or three sessions a day gives people a real time to plan around, which lifts the show-up rate. Just in time and on demand suit traffic that wants to watch straight away. On a recorded or AI Deck webinar you can also put everyone watching into one shared chat room, so a quiet session still feels busy.

PART 6

A Registration Page That Fills Seats

Your registration page has one job: turn a visitor into a registrant. The best ones are short. A specific headline, a few bullets that say what they will learn, the session time in their own time zone, and one button.



Write the page, pick a style, see it live.

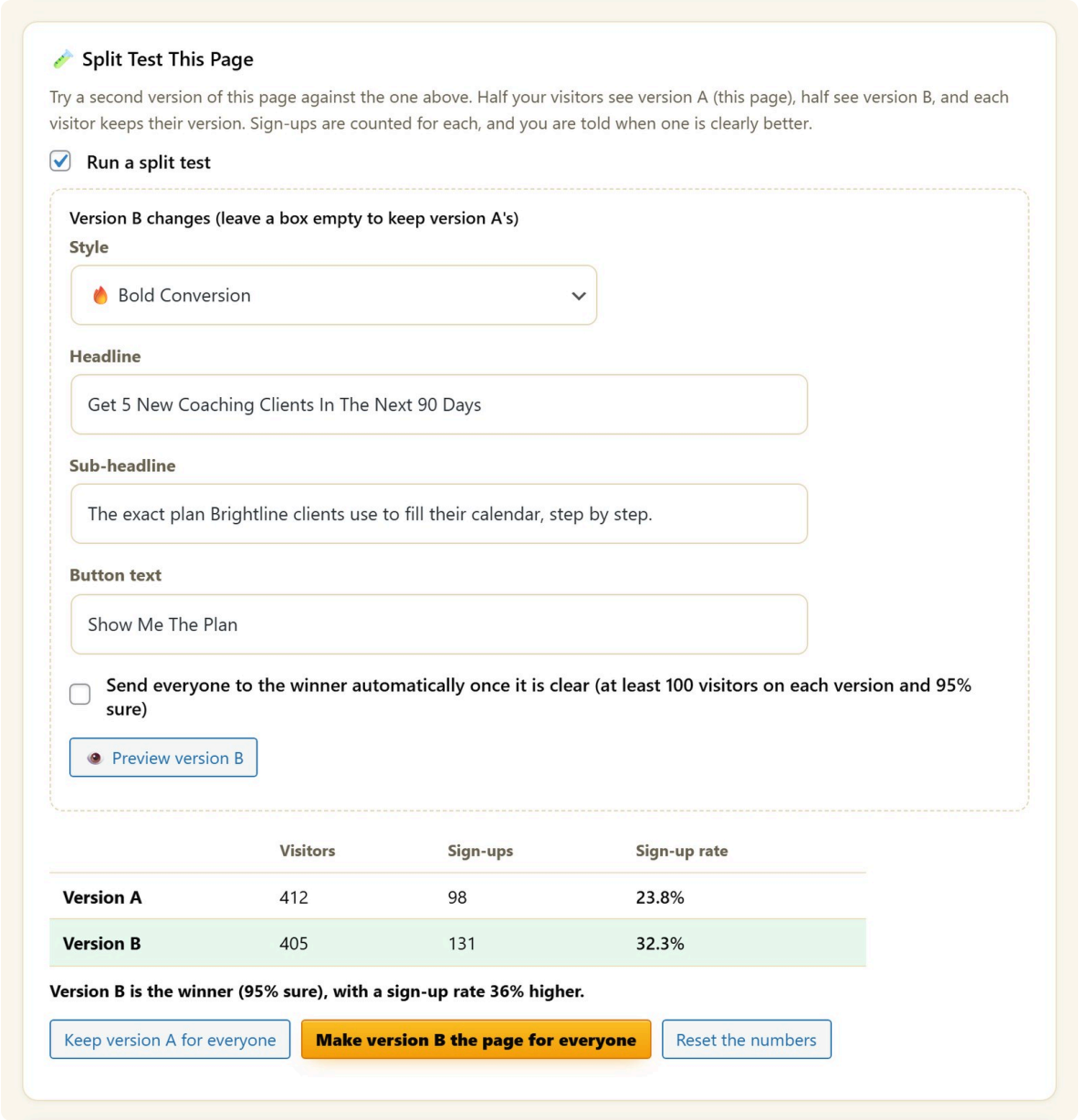
Write The Page

Lead with the result, the time frame and the thing they no longer have to do: *Fill Your Coaching Calendar In 90 Days, Without Chasing Anyone*. Under it, say who it is for in plain words, then three or four specific bullets on what they will learn, your name and photo, and a button that says what happens, such as Reserve My Seat.

Choose how much page you want: **Simple** (headline, bullets and the form), **Advanced** (adds your logo, a short video, a presenter block and testimonials) or your own design. Then pick one of eight styles, from Dark Hero and Bold Conversion for cold traffic to Minimal for a link that comes straight out of an email. Match My Webinar picks the style that goes with your slide theme. **Write the copy with AI** drafts the headline, subheadline and bullets for you, and your edits stay in a draft until you press Publish, so visitors never see a page change mid-edit.

Split Test The Page

Once people are arriving, test a second version. Version B can change the style, the headline, the subheadline or the button text. Half your visitors see each version and keep it, sign-ups are counted for both, and you are told when one is clearly better. Make the winner the page for everyone with one click, or let it switch by itself once the result is clear.



Two versions, a fair split and a clear winner.

Put Registration Wherever People Are

The hosted page is one way in. These are the others, and every one of them uses the same registration engine, the same emails and the same tracking.

Way In	How
A WordPress page	Publish as a WordPress page gives the registration page a normal address you can rename, put in a menu and have found in search.
Any page or site	The shortcode puts the form on any page of your site, and the embed snippet on any other site, carrying the tracking tags of the page it sits on.
A ResultsAiX Funnels page	Pick the Webinar Funnel, or open Build This Funnel Around A Webinar. The AI writes every page around your real title and next airing, and each form registers people for real.
Your own form, anywhere	Point any form at the webinar's direct entry address and people are registered and taken straight into the room.
Another app or a purchase	The API, or a WP Sync bridge with ResultsAiX Webinars as the destination, registers someone automatically.

See ResultsAiX Funnels →

Pre-Fill The Form From Your Own Emails

Your subscribers should never have to type their name and email again. Add them to every registration link in your emails and the form arrives filled in, so a subscriber only presses the button. In ResultsAiX Mailer the link looks like this:

```
yoursite.com/webinar/90-day-plan/?_=1&first_name={{first_name}}&email={{email}}
```

It is one press rather than none on purpose: email security scanners open links, and a page that registered people by itself would register a phantom for every scanned email.

One click from a Mailer email

With ResultsAiX Mailer on the same site, any link in a Mailer email that carries `rwb_join=` and your webinar's address name registers the reader the moment they click, with their confirmation and reminders sent as usual. The address comes from the Mailer's own record of who the email went to, and clicks from security scanners are recognised and ignored, so only real people are registered. A "Yes, save my seat" button in your invitation becomes a true one-click registration.

Run Webinars That Sell, On Your Own Site

Live, recorded and AI Deck webinars, an AI assistant in your chat, timed offers, replays and follow ups by behaviour, all inside your own WordPress.

See ResultsAiX Webinars →

PART 7

Reminders That Bring People In

Registration is a promise to come. Reminders are how you help people keep it. Every webinar ships with a confirmation and three reminders, all written for you. The confirmation is switched on, and you tick the reminders you want.

Email	When	Its Job
Confirmation	The instant they register	Their private join link and session time, plus why they will be glad they came. It is the email that carries the join link, so keep it on.
Reminder 24 hours	A day before	Remind them of the one big thing they will learn, and ask them to put it in their calendar.
Reminder 1 hour	An hour before	Short. "We start in an hour. Here is your link." Grab a notebook.

Reminder 15 minutes	Fifteen minutes before	"We are about to start." One line and the link. This one brings in the most people.

Someone who registers forty minutes before the start simply gets the 15-minute reminder, so nothing ever arrives late or out of order. The thank you page offers an Add to calendar download, and people who switch to another session have their reminders follow the new time.

Write Them In Your Voice

Press **Write all these emails with AI** and it reads your script and your offer and writes every email for you to review. Add notes first, such as your tone or a bonus to mention, and it follows them. It never switches an email on or off. Use merge tags such as {first_name}, {session_time} and {join_link} anywhere, and every email carries a one-click unsubscribe link.

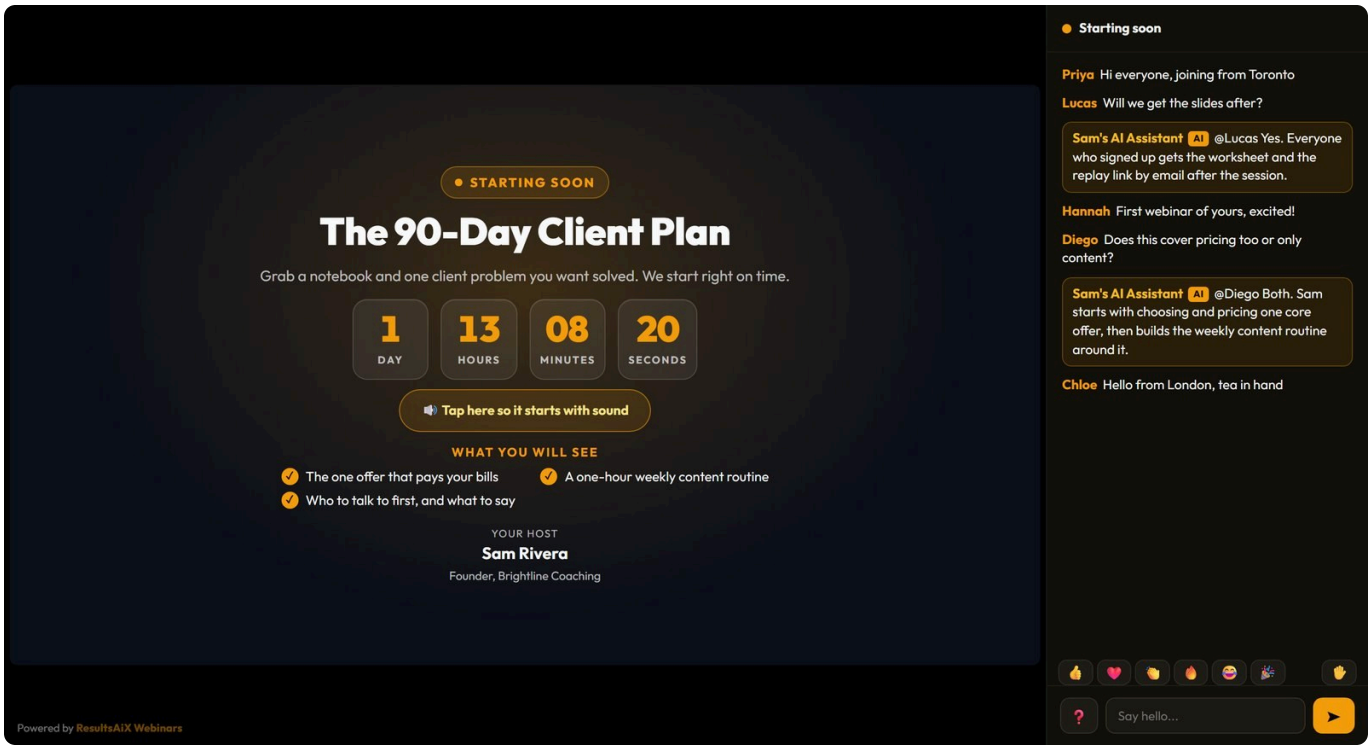
What Lifts The Show-Up Rate

1. **Make the confirmation exciting** and send it from your own domain. Guide 4 covers reaching the inbox.
2. **Turn on all three reminders.** The 15-minute reminder is the one that turns "I meant to" into "I am here".
3. **Choose a time that suits your audience.** On a recurring webinar, offer two or three times a day and let people pick.
4. **Give a reason to be there live:** a bonus for people who stay to the end, or the chance to ask questions.

PART 8

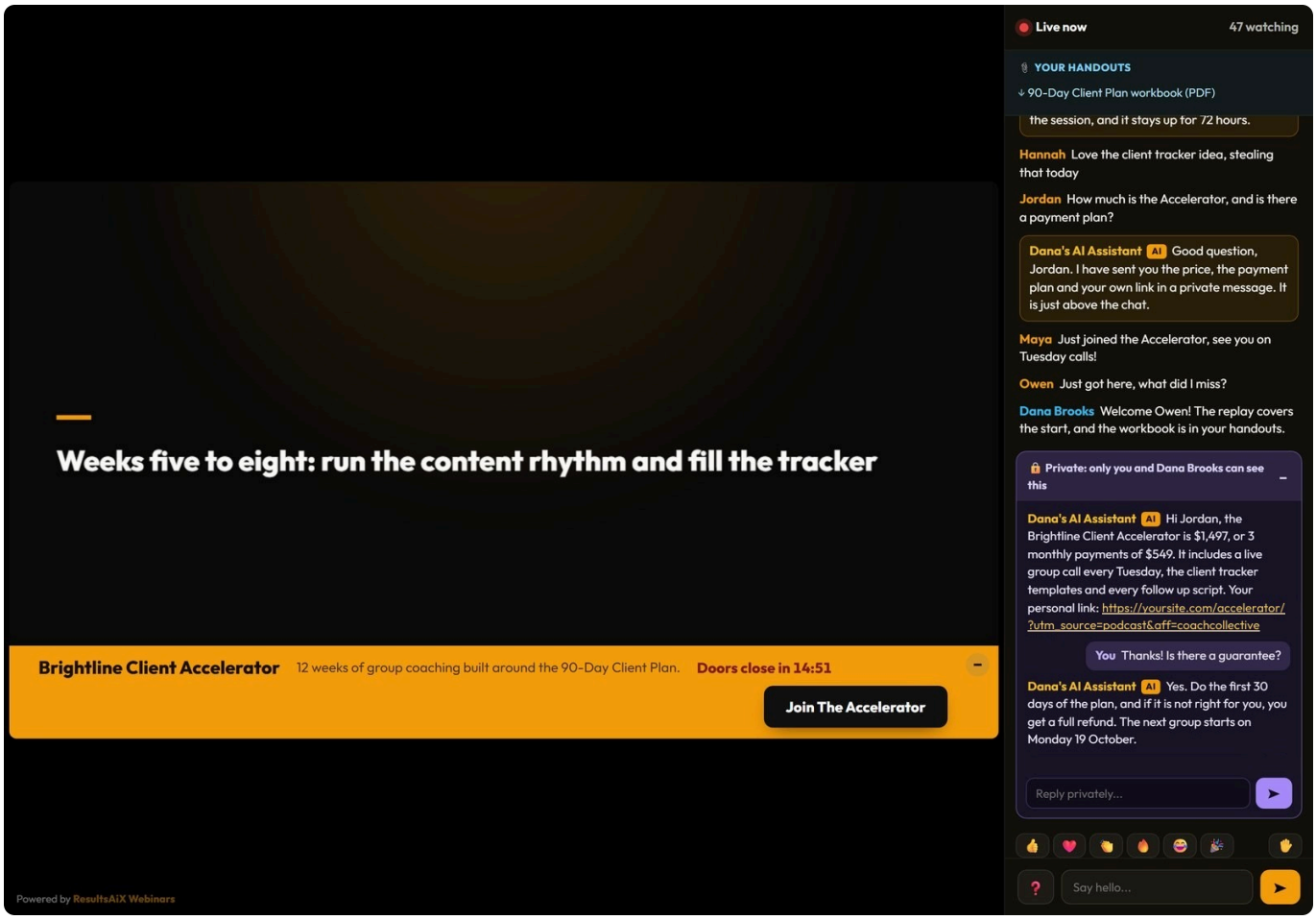
The Room And Your AI Assistant

People reach the room through the private link in their emails. Before the start, the room shows a countdown, and you can choose one of five designed waiting rooms with your headline, what they will learn, your name and a large countdown. The chat is already open, so people say hello and ask questions while they wait.



A designed waiting room with the chat already open.

At the start time the webinar begins on its own. Playback runs from the server clock, so everybody sees the same moment and a latecomer drops in where the session actually is, while on an automated webinar anyone arriving in the first two minutes starts from the very beginning. Attendees watch in any modern browser on any device with nothing to install.



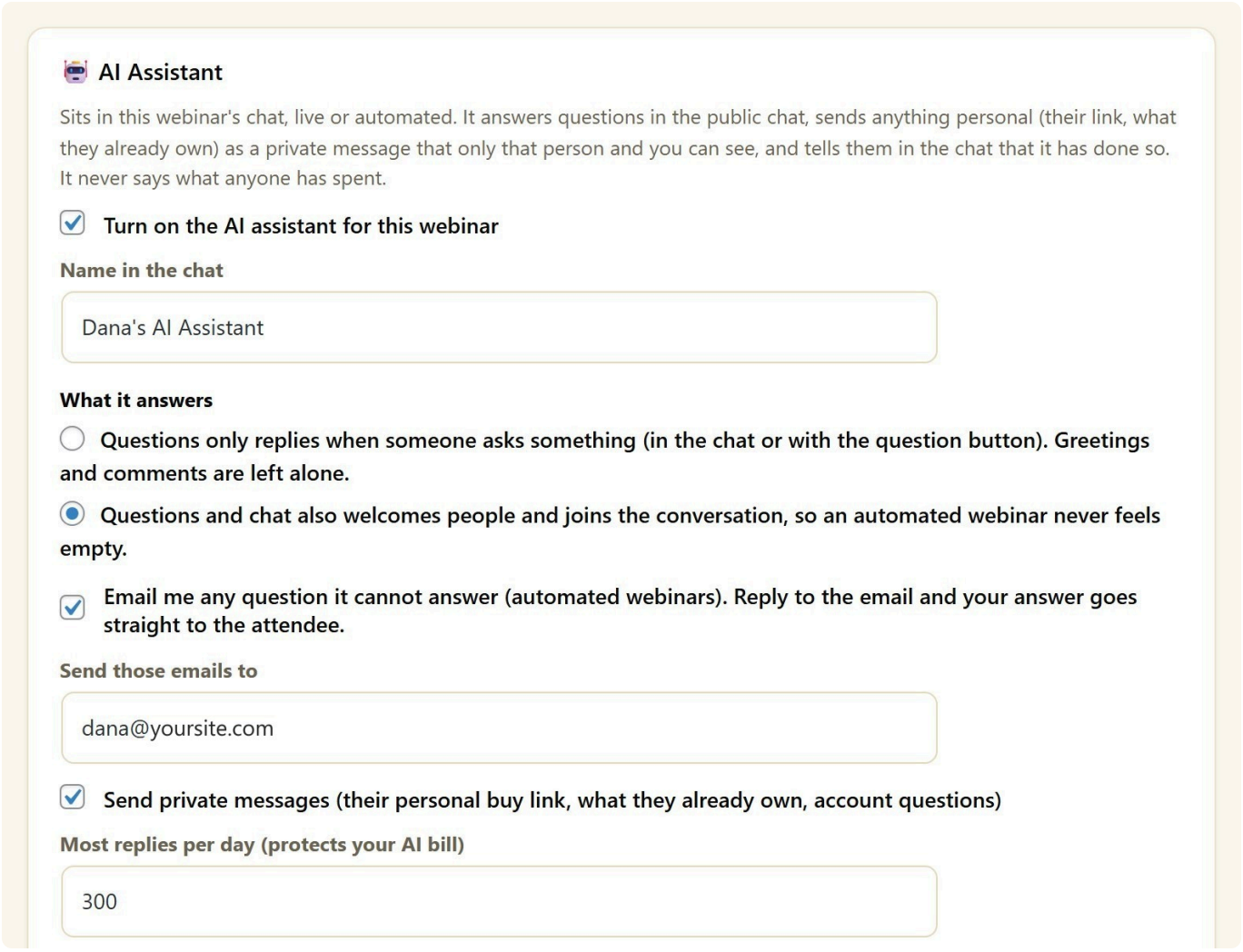
The room: slides, offer, handouts and chat.

In The Room	What People Can Do
Chat	Talk to you and each other, with a live count of who is watching and people announced as they arrive.
Questions and raised hands	Send you a question privately, or raise a hand. Both land in your queue, not in the room.
Polls	Answer a poll that appears at the minute you set, and see live results if you allow it.
Handouts	Download a worksheet or bonus you release at the right moment. It stays in the room, appears on the replay and can go in your emails.

Viewer controls	On an automated webinar, pause, go back 10 seconds, sound and full screen, each only if you tick it. Subtitles from your video show by default.

Your AI Assistant In The Chat

Turn on the AI assistant for any webinar, live or automated, and it sits in your chat under the name you choose. It answers questions in the public chat from your own material, and sends anything personal, such as a person's own buy link, as a private message that only that person and you can see, then tells them in the chat that it has done so. Every buy link it sends carries that person's own tracking.



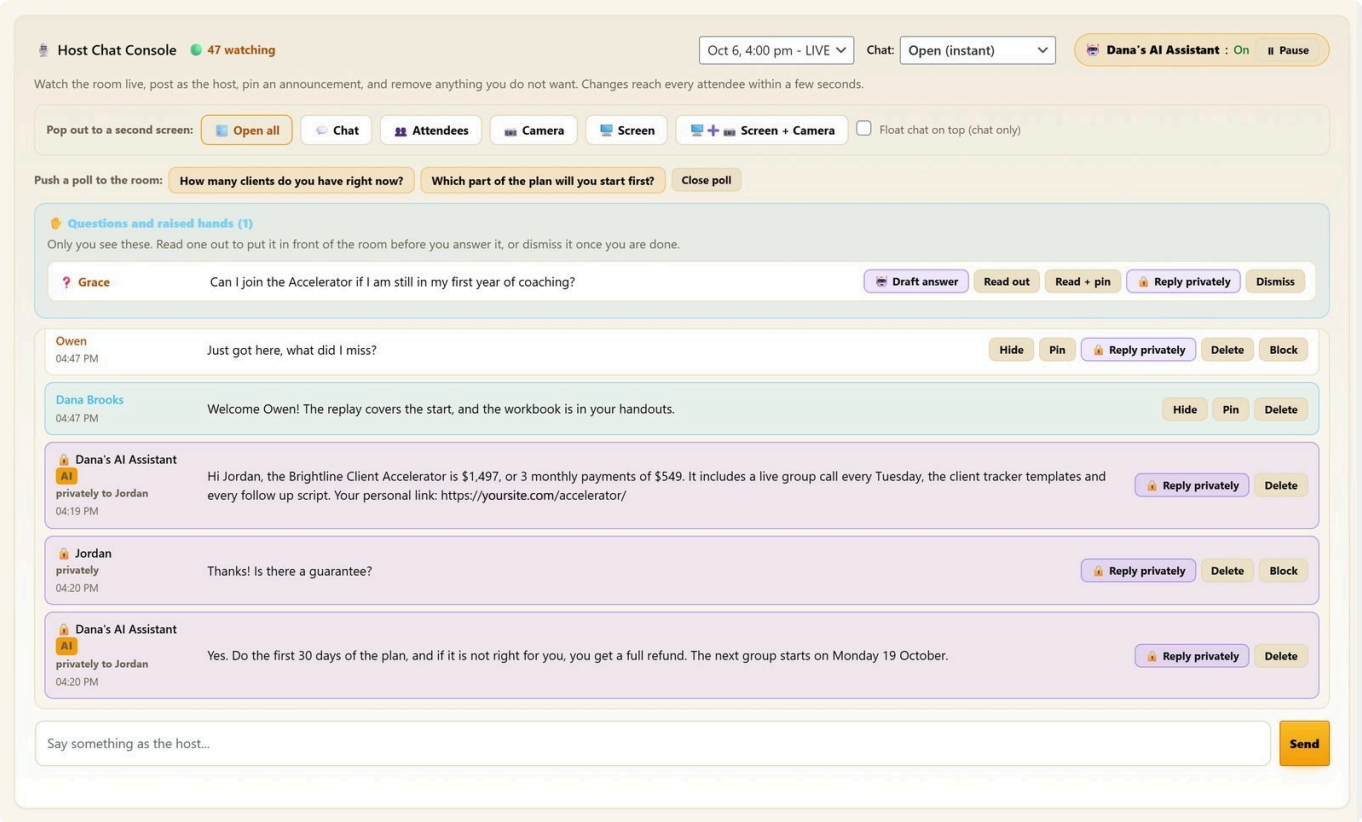
Turn on the assistant and set how it helps.

Setting	What It Does
What it answers	Questions only, or questions and chat, which also welcomes people by name and joins the conversation so an automated webinar always feels alive.
Email me questions it cannot answer	On automated webinars, questions it cannot answer come to you by email. Reply, and your answer goes straight to the attendee.
Send private messages	Personal buy links, what someone already owns, and account questions go privately, never in the public chat.
Most replies per day	A daily limit that keeps your AI bill exactly where you want it.

It knows which of your products a person already owns, so it never offers them something they have, and it never mentions what anybody spent. When you type in the Host Chat Console it waits and lets you lead, and you can pause it with one click.

Run The Room From The Host Chat Console

The Host Chat Console works for every mode, because an automated webinar has a real audience too. Watch the chat, post as the host, pin a message, push a poll early, reply privately, and hold or remove anything you do not want in the room. Questions and raised hands wait in a queue only you see, and **Draft answer** writes a reply from your slides and offer for you to check and send. Pop the chat and the attendee list out onto a second screen while you present.



Run the room from one console.

Put a poll just before the offer

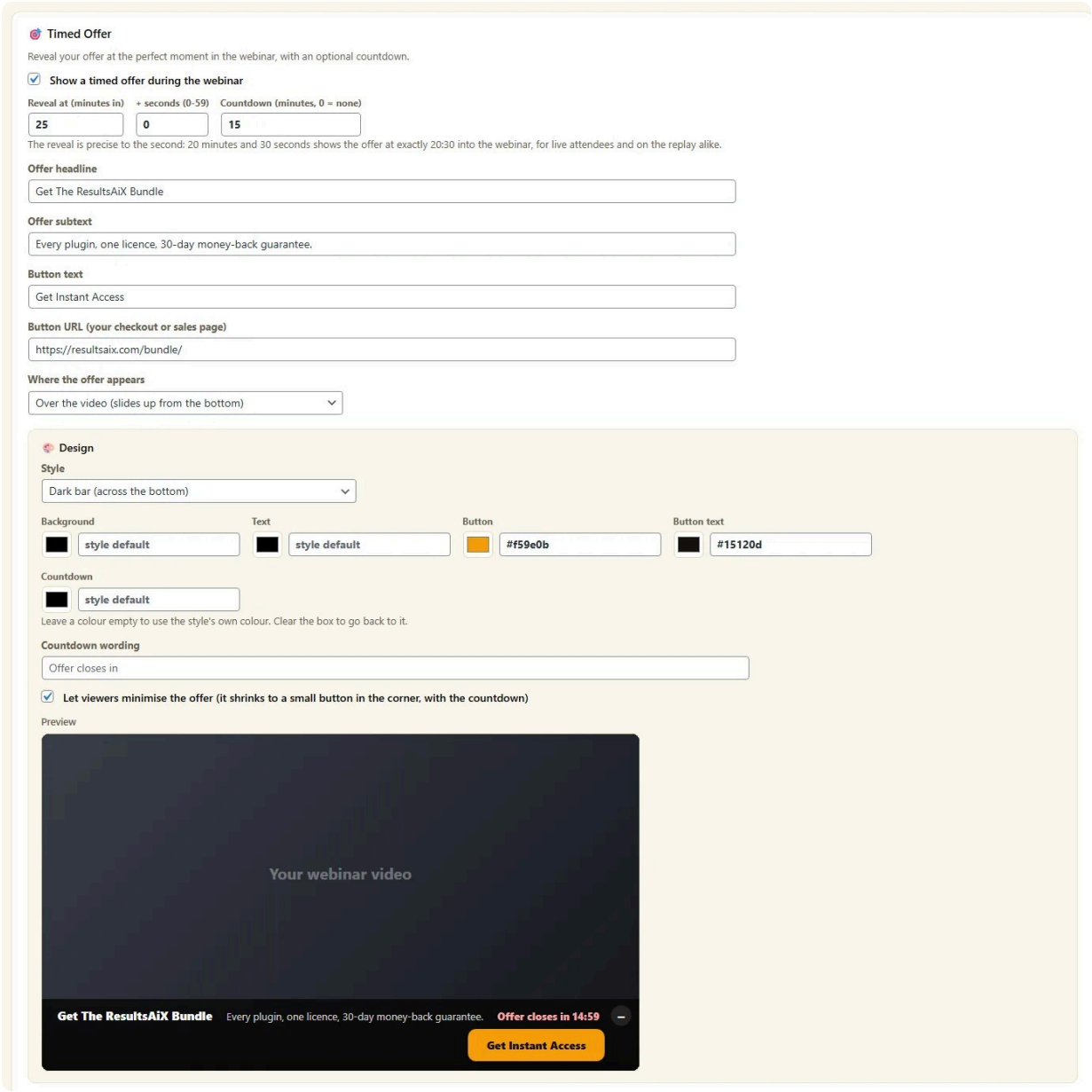
Use three polls: an easy warm-up early on, one about their biggest obstacle in the middle, and one a couple of minutes before your offer that asks how ready they are to act. Someone who has just clicked one thing is far more likely to click the next. Write polls with AI drafts all three from your script.

See ResultsAiX Webinars →

PART 9

The Offer Moment

Your offer appears in the room at the exact second you choose, for live attendees and on the replay alike. Set it on the Offer tab and it slides up at the moment your presentation reaches the transition.



Reveal your offer at the second you choose.

Setting	What To Choose
Reveal at	The minute and second of your transition, for example 32:00 in a 45-minute webinar. Watch your own recording to find the exact moment you start talking about the offer.
Countdown	Minutes from the moment each person sees the offer, with your own wording beside it. Use a real deadline you keep, such as a bonus for people who join during the session.

Headline and subtext	The name of the offer and one line on what it gives them.
Button	Clear words such as Join The Accelerator, and the address of your checkout or sales page.
Where it appears	Over the video, sliding up from the bottom, or below the video. Choose a dark, light or gold bar or a corner card, set your own colours and see it in the live preview.
Let viewers minimise it	The offer shrinks to a small button that keeps counting down, and one click brings it back.

During a live broadcast, **Show offer now** brings it up for everyone in the room whenever you reach it. Any affiliate ID or campaign tag a person arrived with is added to their offer button, in the room, on the replay and in every email, so your checkout sees exactly who sent them.

Where The Button Should Go

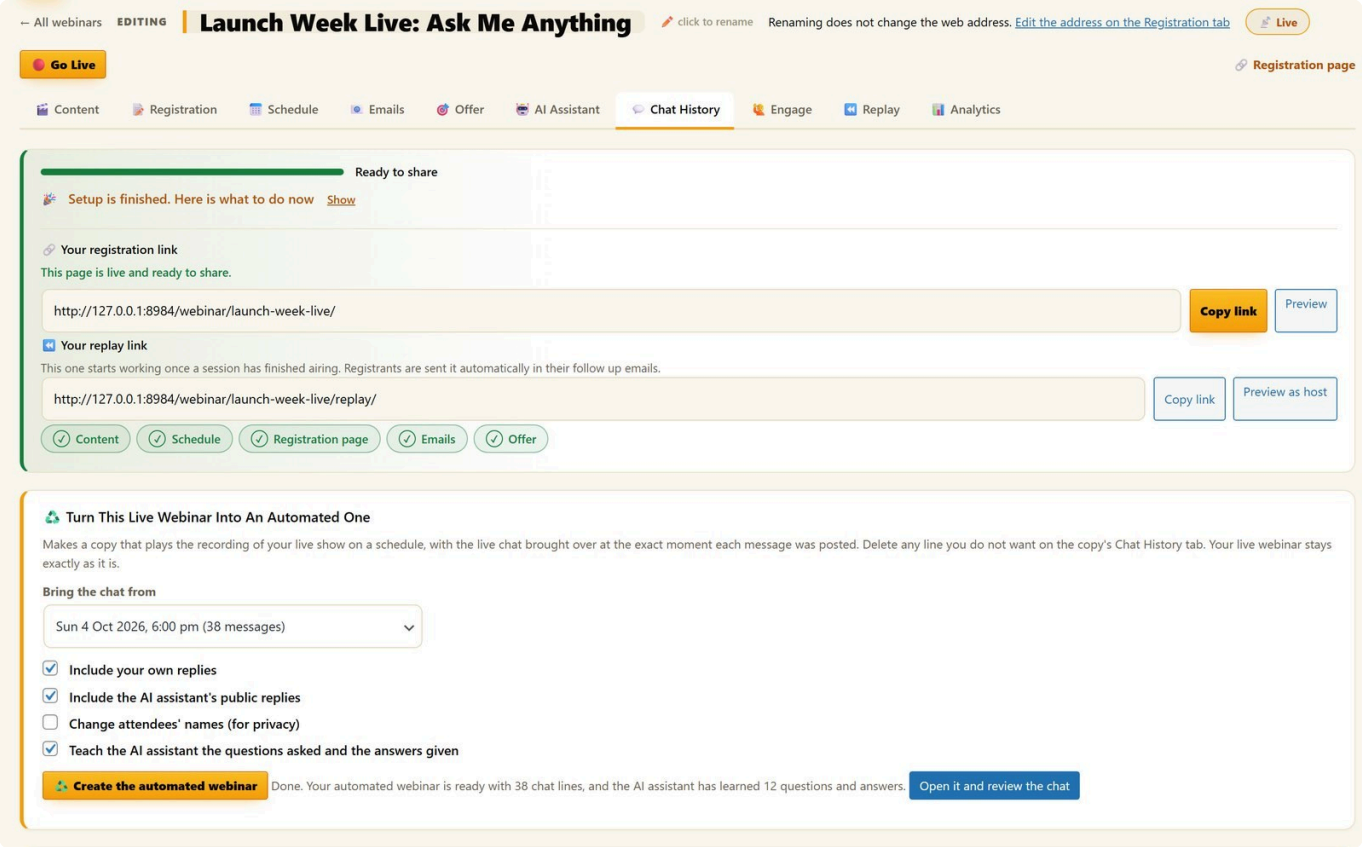
You Sell	Point The Offer Button At
A course, programme or club	The Join page of a paid ResultsAiX Membership level, which takes payment through your own Stripe account and grants access when the payment is confirmed.
A product, with an upsell after it	A ResultsAiX Funnels checkout page with a buy button, so every buyer is offered the next step on their receipt.
A product sold anywhere else	Your sales or checkout page, through a WP Conversion Tracker AI tracking link so the sale is recorded against the webinar (Part 13).

PART 10

Turn A Live Show Into An Evergreen One

Your best live webinar, with the best questions from a real audience, should not be over in an hour. On the Chat History tab of a finished live webinar, **Turn This Live Webinar Into An Automated One** makes a copy

that plays the recording of your live show on a schedule. The chat is brought across at the exact moment each message was posted, and your live webinar stays exactly as it was.



One click turns a live show into an evergreen one.

1. **Choose the session** to bring the chat from, usually your best live airing.
2. **Choose what comes with it:** your own replies, the AI assistant's public replies, and whether to change attendees' names for privacy.
3. **Teach the AI assistant** the questions asked and the answers given, so it answers new attendees the way you did.
4. **Create the automated webinar,** then open its Chat History and delete any line you do not want.
5. **Set its schedule,** registration page and emails, and share the new link.

Prefer to start without a live show? On any automated webinar you can write chat lines yourself, placed at the minute and second they appear. **Generate with AI** drafts realistic lines from your own slides: greetings early, questions about the content in the middle, and buying interest towards the offer. Real messages from people watching blend in with them in time order.

PART 11

Replays That Keep Selling

A replay is a second sales event, not an archive. On the Replay tab, switch replays on, choose how long each person's replay stays open (72 hours by default), and decide whether the offer shows on the replay too.

Setting	How To Use It
Replay window	Measured from the end of each person's own session. Two or three days gives people time to watch and a real reason to watch soon.
Offer on the replay	On for an evergreen webinar, so people who catch up can still buy. Off when your offer was for the live session only.
Your replay link	Shown with a Copy link button. Every registrant also gets their own replay link in the follow up emails.

The replay plays the same presentation with the offer at the same moment, the handouts you released, and the chat as it happened, so it still feels like the event. Replay viewing is counted on its own and never mixed into your live show-up rate.

Late Registrations And Replay Links From Your Emails

Someone who registers after a live show has ended is sent straight to the replay, with a replay sign-up email in place of the confirmation. You can also send a replay link to your whole list: with the email and first name filled in by your email tool, a reader joins the replay chat with no form at all, and you choose whether to ask for a first name, an email or both. People joining this way get no webinar emails unless you tick the box, because they are already on your list.

Let Your Best Presentation Sell Every Day

Run it live once, turn it into an evergreen webinar in one click, and let the AI assistant answer every question while you get on with your day.

Get ResultsAiX Webinars →

PART 12

Follow Up By What People Did

When a session ends, ResultsAiX Webinars works out what each person did and sorts them into groups. Each group needs a different message, and this is where a webinar earns most of its money.

Group	Who	What They Need Next
Did not show	Registered, never came to the live room	The replay link, and a reason to watch it soon
Attended	Came and watched	Thanks, the key idea in one line, and the offer
Left early	Left before the offer was due	The part they missed, and the replay link
Saw the offer	Still watching when the offer appeared	Answers to the questions that stop people buying
Clicked the offer	Clicked the offer button	Help to finish: the link, the guarantee, a personal note

The Follow Ups That Ship

Four follow ups are written for you and start switched off, so tick the ones you want: an attended follow up 1 hour after the session, a did not show follow up with the replay link 1 hour after, a saw the offer follow up 2 hours after, and a second did not show email a day later, written to say the replay is coming down soon. Make each one yours.

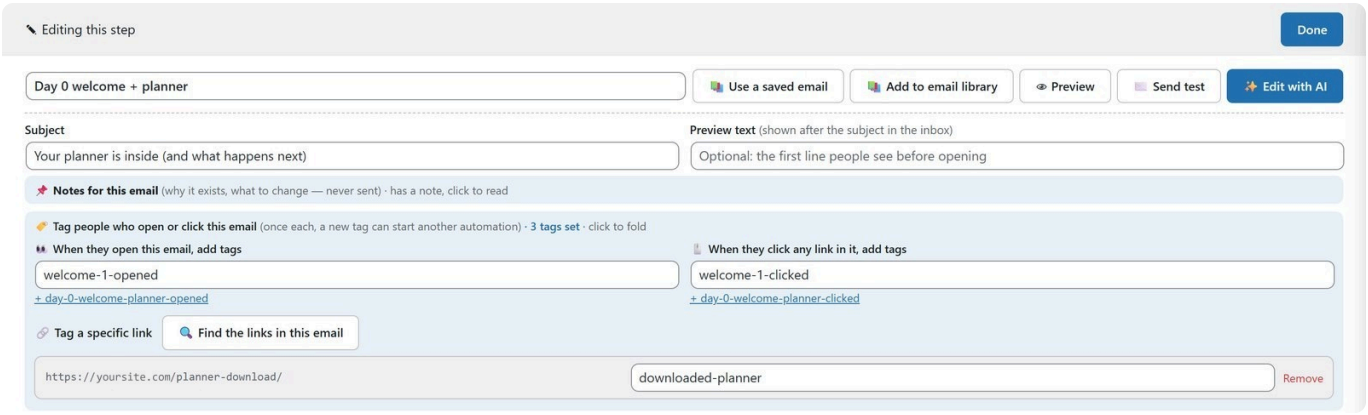
Send Each Group To Its Own List

For a longer follow up, send each group into ResultsAiX Mailer. On the Email screen, connect the Mailer (no key needed when it runs on the same site), and tick **Tag by behaviour**. People are then tagged as they act, with tags named after the webinar, such as *90-Day Plan - Clicked the offer*. At the bottom of each webinar's Emails tab you can also give every behaviour its own Mailer list.

Mailer List	Added When	Mailer Automation It Starts
Registered	They sign up	None yet: the webinar emails cover this part
Watched live	They enter the room	A short thank you and next step series
Did not watch	Their session ends without them	Replay series over the replay window
Saw offer	Still watching at the offer	Questions answered, case studies, the deadline
Clicked offer	They click the offer	A personal "any questions?" and the link
Watched replay	They press play on the replay	Offer series timed from the replay

Tag Every Open And Every Click

Inside those Mailer emails, tag the people who open and the people who click, and tag the click on your offer link on its own. A tag can start another automation straight away, so the person who clicked the offer link in your third follow up gets a different next email from the person who only opened it. Make it a habit on every email, and stop the sales series for anybody who buys.

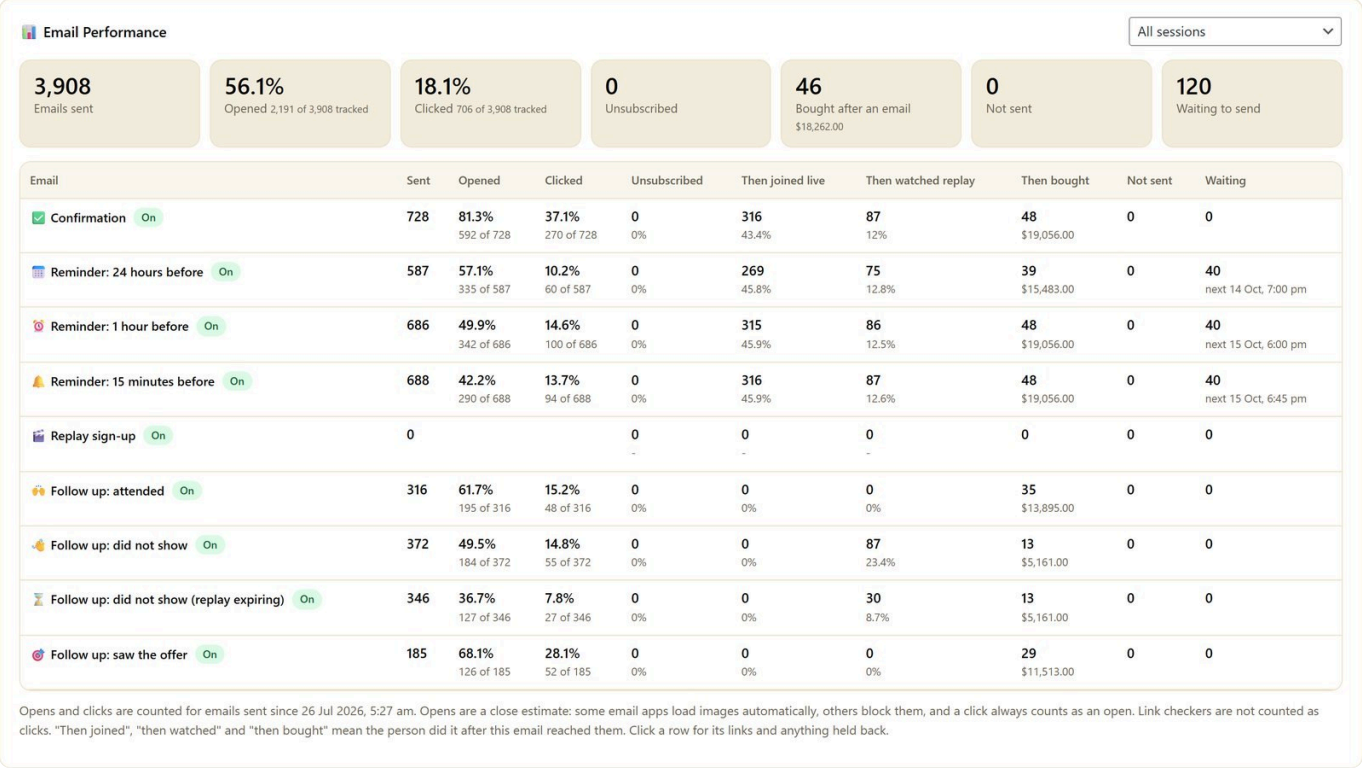


Tag the people who open and click.

Guide 6, the Email Automations Playbook, shows how to build these automations step by step.

See What Every Email Led To

Email Performance on the Emails tab shows every webinar email with how many were sent, opened and clicked, and what people did after it arrived: how many then joined live, watched the replay or bought. It is the quickest way to see which reminder brings people in and which follow up sells.



Email Performance — All sessions

3,908 Emails sent	56.1% Opened 2,191 of 3,908 tracked	18.1% Clicked 706 of 3,908 tracked	0 Unsubscribed	46 Bought after an email $18,262.00	0 Not sent	120 Waiting to send

Email	Sent	Opened	Clicked	Unsubscribed	Then joined live	Then watched replay	Then bought	Not sent	Waiting
Confirmation On	728	81.3% 592 of 728	37.1% 270 of 728	0 0%	316 43.4%	87 12%	48 $19,056.00	0	0
Reminder: 24 hours before On	587	57.1% 335 of 587	10.2% 60 of 587	0 0%	269 45.8%	75 12.8%	39 $15,483.00	0	40 next 14 Oct, 7:00 pm
Reminder: 1 hour before On	686	49.9% 342 of 686	14.6% 100 of 686	0 0%	315 45.9%	86 12.5%	48 $19,056.00	0	40 next 15 Oct, 6:00 pm
Reminder: 15 minutes before On	688	42.2% 290 of 688	13.7% 94 of 688	0 0%	316 45.9%	87 12.6%	48 $19,056.00	0	40 next 15 Oct, 6:45 pm
Replay sign-up On	0			0 -	0 -	0 -	0	0	0
Follow up: attended On	316	61.7% 195 of 316	15.2% 48 of 316	0 0%	0 0%	0 0%	35 $13,895.00	0	0
Follow up: did not show On	372	49.5% 184 of 372	14.8% 55 of 372	0 0%	0 0%	87 23.4%	13 $5,161.00	0	0
Follow up: did not show (replay expiring) On	346	36.7% 127 of 346	7.8% 27 of 346	0 0%	0 0%	30 8.7%	13 $5,161.00	0	0
Follow up: saw the offer On	185	68.1% 126 of 185	28.1% 52 of 185	0 0%	0 0%	0 0%	29 $11,513.00	0	0

Opens and clicks are counted for emails sent since 26 Jul 2026, 5:27 am. Opens are a close estimate: some email apps load images automatically, others block them, and a click always counts as an open. Link checkers are not counted as clicks. "Then joined", "then watched" and "then bought" mean the person did it after this email reached them. Click a row for its links and anything held back.

What every webinar email led to.

See ResultsAiX Mailer →

PART 13

Track Every Registration And Sale

ResultsAiX Webinars records where every registrant came from. Add utm tags, an affiliate ID or a source to your registration link and they are saved with the registration, shown in the Leads Log and the CSV, sent to your Mailer as custom fields, and added to that person's offer button everywhere. If no source is given, the site that sent them is recorded. The first source wins, so the affiliate who sent someone keeps the credit.

WP Conversion Tracker AI takes this further. It gives you a tracking link on your own domain for every place you share the webinar, and shows clicks, conversions, sales and revenue for each one.

One Link, A Sub ID For Every Placement

1. **Create one tracking link** whose destination is your registration page, in a folder for this webinar.
2. **Add a sub ID for each place you share it:** yoursite.com/plan-reg/fb-ad, /plan-reg/youtube, /plan-reg/newsletter-tuesday.
3. **Forward the sub ID to the page.** In the link's Advanced Options, set Forward Sub-ID to Destination URL to a query parameter and name it utm_source. Every registrant in ResultsAiX Webinars then carries the placement they came from.
4. **Add your pre-fill to email links:** the tracking link passes it on to the registration page, so subscribers still only press the button.
5. **Create a second tracking link** for your offer, pointing at your checkout, and put it in the offer button with a sub ID such as /plan-buy/room. Use another sub ID, such as /plan-buy/replay-email, in each follow up email.
6. **Set up sale tracking once** for your checkout. Guide 13 walks through every option, from Stripe to the big marketplaces.

Sub ID Breakdown (Last 30 Days)

SUB ID	CLICKS	CONVERSIONS	SALES	REVENUE	CONV RATE	EPC
fb-ad-carousel	293	3	3	$891.00	1.0%	$3.04
yt-description	159	3	3	$891.00	1.9%	$5.60
fb-ad-video	156	1	1	$297.00	0.6%	$1.90
ig-bio	120	2	2	$594.00	1.7%	$4.95
partner-newsletter	102	1	1	$297.00	1.0%	$2.91
Email subscribers (408 people)	925	14	14	$4,158.00	1.5%	$4.50

▼ Show who clicked (buyers first, top 200)

SUBSCRIBER	CLICKS	CONVERSIONS	SALES	REVENUE
ava.turner@example.com	24	1	1	$297.00
maya.price@example.com	15	1	1	$297.00
ethan.bennett@example.com	7	1	1	$297.00
hazel.rivera@example.com	5	1	1	$297.00
mia.foster@example.com	4	1	1	$297.00
ryan.reid@example.com	4	1	1	$297.00
julia.morgan432@example.com	3	1	1	$297.00
noah.kim@example.com	3	1	1	$297.00
hannah.grant@example.com	2	1	1	$297.00
hazel.patel@example.com	2	1	1	$297.00

Which placement sent registrations and buyers.

The Sub ID breakdown then shows clicks, conversions, sales and revenue for every placement, and for email sub IDs it lists the subscribers who clicked. You will know whether the video ad, the YouTube description or Tuesday's email filled your webinar, and which of them sent buyers.

Tracking links everywhere

Use a tracking link with its own sub ID for every place the webinar appears: each email, each social post, each ad, the offer button, the replay page and every follow up. It takes a minute per link and turns every future decision about where to spend your time into a simple look at the numbers.

See WP Conversion Tracker AI →

PART 14

Pass Buyers Across And Deliver

A sale is the start of the customer's journey, not the end of yours. Two tools make sure every buyer gets what they paid for and leaves the sales sequence straight away.

Deliver With ResultsAiX Membership

Point the offer button at the Join page of a paid ResultsAiX Membership level. The buyer pays through your own Stripe account, their account is created, and the level is granted the moment Stripe confirms the payment. With ResultsAiX Mailer on the same site, every new member is added to the level's list and tagged with member and the level name, so your onboarding emails start by themselves and the sales follow up stops. Protect your lessons, release them week by week, and the buyer is in your programme within a minute of clicking the offer.

See ResultsAiX Membership →

Move People With WP Sync

WP Sync is the bridge between your tools. With ResultsAiX Webinars on the same site, the ResultsAiX Webinars connection needs no key, and it works both ways.

As a source, every webinar behaviour can start a bridge: attended, did not show, saw the offer, clicked the offer or watched the replay can each add people to another tool, a spreadsheet or a team chat message. As a destination, it registers people for a webinar from anywhere WP Sync reads, such as buyers of another product registered for your customer onboarding webinar. And a sale that WP Conversion Tracker AI

records on your offer link can run its own bridge, so buyers are tagged in your email tool and moved off the sales sequence wherever they bought.

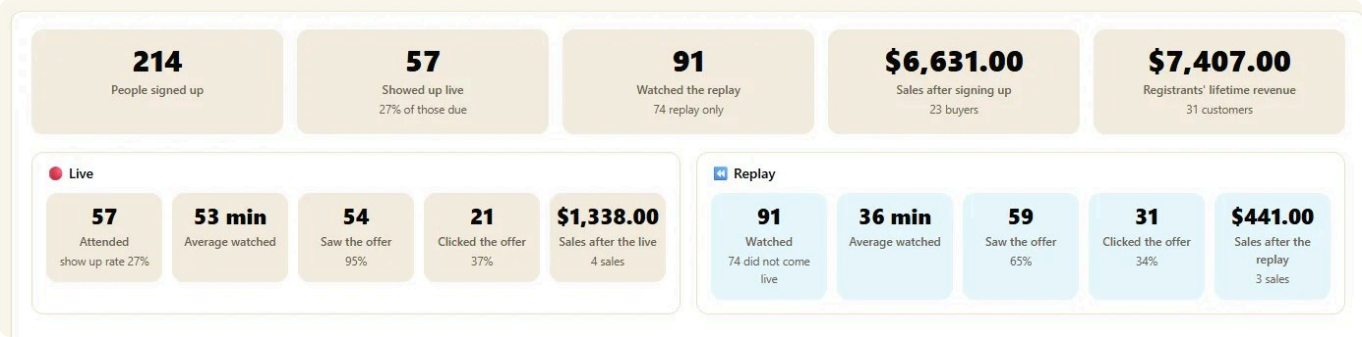
On the Email screen of ResultsAiX Webinars, the Send It Even More Places card can also post every registration and behaviour to any inbound webhook. Guide 14 covers WP Sync in full.

See WP Sync →

PART 15

Read Your Numbers

The Analytics tab of each webinar shows what actually happened: people signed up, how many showed up live, how many watched the replay, the sales after signing up and the lifetime revenue of your registrants, with live and replay side by side. Revenue appears when ResultsAiX Mailer is active on the same site.



Live and replay, each with its own numbers.

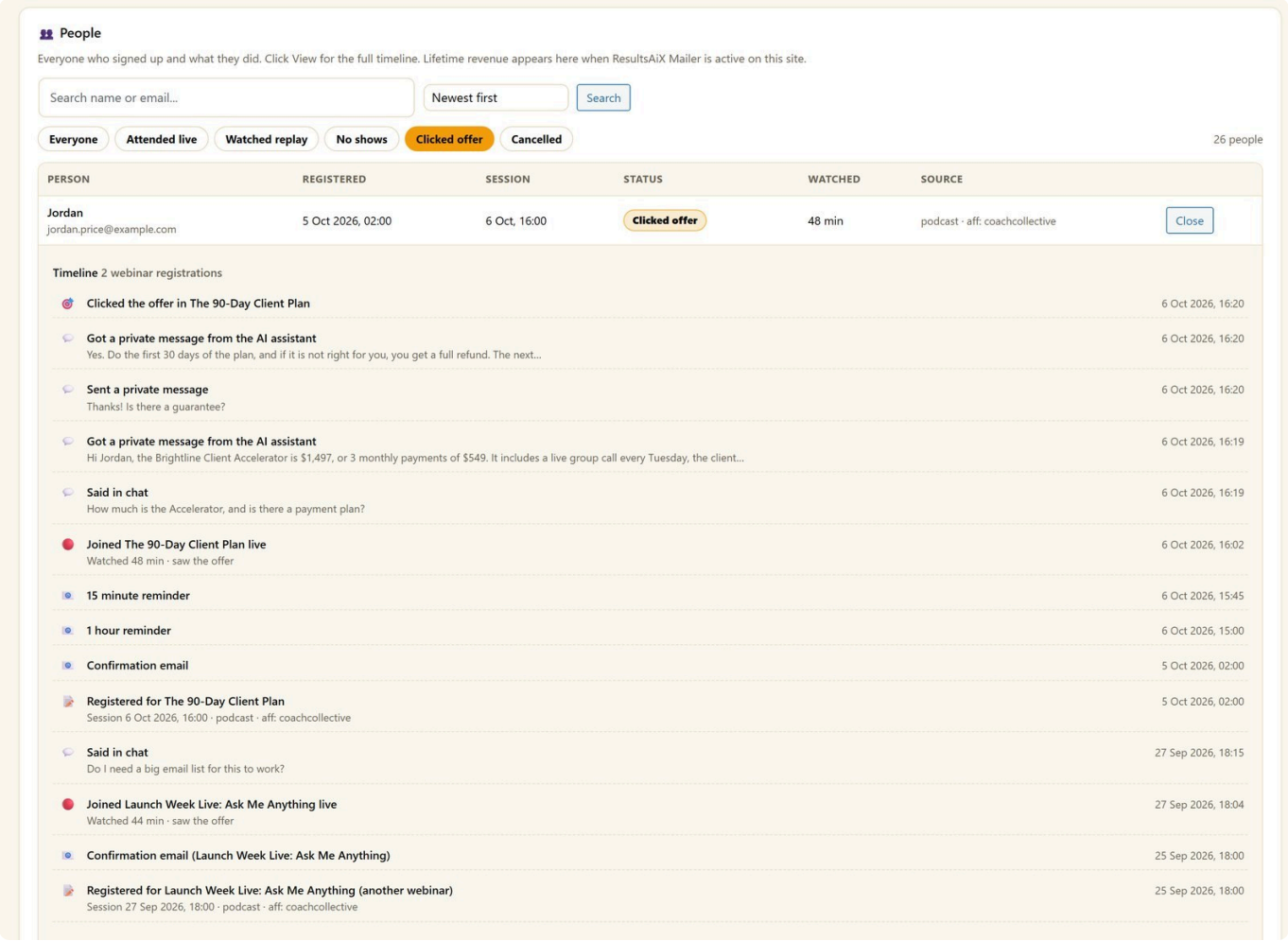
Number	What It Tells You	What Improves It
Registration rate	How well your page and your invitation work	A sharper headline, a split test, pre-filled links
Show-up rate	How well your schedule and reminders work	All three reminders, a better time, a reason to come live
Average watched	How well the teaching holds attention	Tighten the part where the attendance curve drops
Saw the offer	How many reached your transition	A clear promise at the start to stay to the end

Click rate	How ready the teaching made them	Stronger teaching points, proof, a poll before the offer
Sales after signing up	The result of the whole system	Follow ups by behaviour and a replay that sells

The attendance curve splits the webinar into twelve points and shows how many people were still watching at each one. The steepest drop shows you the part of the presentation to tighten next time.

Every Person, Every Step

The People panel lists everyone who signed up, with filters for attended live, watched the replay, did not show and clicked the offer. Open anyone and you see their full timeline: when they registered and where from, the emails they were sent, when they joined, what they said in the chat, what the AI assistant told them, when they clicked and what they bought.



Every person, every step, in order.

The after-webinar routine

The day after each webinar, write down five numbers: registrations, show-up rate, saw the offer, click rate and sales. Look at the attendance curve and the questions in the chat. Change one thing: the reminder, the part of the presentation where people left, or the answer to the question asked most. Then compare next time. Small changes in the right place add up quickly.

PART 16

Your 14-Day Webinar Plan

Here is the order I would follow to go from an idea to a webinar that is running, tracked and following up by itself, working an hour or two a day.

DAYS 1 TO 3

The Presentation

- Write the promise and who it is for in one sentence
- Fill in the teaching outline: story, three points, offer
- Decide the offer, the guarantee and a real deadline
- Choose live first, or AI Deck to start fast

DAYS 4 TO 6

The Build

- Set up email sending and send a test
- Create the webinar and build the content
- Set the schedule and write the registration page
- Set the offer, its timing and its button

DAYS 7 TO 10

The Follow Up

- Turn on the confirmation and all three reminders
- Tick and rewrite the four follow ups
- Connect the Mailer with Tag by behaviour and lists
- Turn on the AI assistant and add polls and a handout

DAYS 11 TO 14

Track And Run

- Create tracking links with a sub ID per placement
- Register yourself and walk the whole path
- Invite your list with pre-filled links, then share everywhere
- Run it, then read the numbers the next day

By day 14 you will have

A presentation that teaches and sells, a registration page and reminders that fill the room, an offer at the right moment, follow ups by behaviour, and tracking that shows which placement sent your registrations and your buyers. Run it live, then turn it into an evergreen webinar that sells every day.

Get The Whole Webinar System On One Key

Webinars, the Mailer, Funnels, WP Conversion Tracker AI, WP Sync, Membership and every other ResultsAiX plugin, working together on one licence key.

See The ResultsAiX Bundle →

PART 17

Questions People Ask

Do my attendees need to install anything?

No. They open their private link in any modern browser on any device, press the button to start with sound, and watch. There is no account to create and no app to download.

Do I need an AI key?

Every webinar, email and replay runs without one: you can write your own script, record your own video and write your own emails. With your own AI key connected, the AI drafts scripts, whole webinars, polls, chat lines, registration copy and emails, and runs the AI assistant in your chat. You pay your AI provider directly, and Gemini offers a free key.

Can I send registrants to my own email list?

Yes. ResultsAiX Mailer connects with no key when it runs on the same site, several other email tools connect directly, and WP Sync reaches many more. Tag by behaviour tags people as they attend, see the offer, click and watch the replay.

PART 18

What To Read Next

This is Guide 15 of 15 free AiX Training Guides, each with its own free PDF. For the emails around your webinar read Guide 6, and for tracking every placement read Guide 13.

1 Getting Started With ResultsAiX →

2 The Complete SMTP Service Guide →

3 Setting Up SMTP2GO From Start To Finish →

4 Email Deliverability: Reach The Inbox →

5 Moving Your Email List To The AiX Mailer →

6 Email Automations Playbook →

7 How To Grow Your Email List With ResultsAiX →

8 How To Build Sales Funnels, Start To Finish →

9 How To Move Your Membership To ResultsAiX →

10 Running Customer Support With AI →

11 Launching A Product With Affiliates And JV Partners →

12 ResultsAiX For 6 And 7 Figure Marketers →

13 WP Conversion Tracker: Track Every Click And Every Sale →

14 WP Sync: Connect All Your Tools Without A Monthly Automation Bill →

15 Automated Webinars That Sell *(you are here)*

Your First Step, Today

Do one thing today: write your webinar's promise in one sentence, who it is for and what they will walk away with, then fill in the eight lines of the teaching outline from Part 4. With those on paper, you can build the webinar, the page and the emails in an afternoon.

Ready To Run Your First Webinar?

Write it, schedule it, fill the room and follow up by what each person did, with an AI assistant answering in your chat, all on your own WordPress site.

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Keep Going

All 15 AiX Training Guides are free on the ResultsAiX blog, each with its own PDF.

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ResultsAiX.com

by Kevin Fahey