

## **Business Webinar Strategies: How to Grow your Business and Put More Cash in Your Pocket with Webinars**

Welcome to the Video Tutorial series on using webinars in your business. You're going to be on the receiving end of a lot of information over the course of the 4 videos in this series, so make sure you have a pen and paper ready to capture those great ideas videos always seem to generate.

In this first video, we're going to be talking about what a webinar is; strategies for using one effectively and popular webinar hosting tools, to start with. We're going to take a look at the drawbacks and benefits, as well as free or low cost, easy ways to get you started.

### **What Is A Webinar?**

A webinar is an interactive online event, just like this one. It is presented by one or more hosts and is usually limited to a specific maximum number of attendees, and it can contain live web cam footage, screen shots, power point presentations, and just about any other visual means of connection.

### **How to Use Webinars**

There are several different types of webinar, used in several different ways. You can:

- Create free webinars for lead generation and increasing web presence and credibility
- Create free webinars for paid product promotion (your own products or affiliate products).
- Create a paid webinar as an end product in its own right.

Webinars are a natural addition to your marketing strategy. By their nature, they offer obvious benefits -- both to you and to your attendees:

- **No travel costs.** People can attend in their pyjamas if they want. And so can you!
- **Time limited.** People can easily slot these modules of high power information-giving or how-to instruction into their calendars -- and receive instant reminders
- **Entertaining and memorable.** A good webinar makes time fly by, and leaves the attendee feeling they really got their money's worth (even if they didn't have to pay a cent!)

- **Confer more authority on the presenter.** There's always an instant assumption that the presenter is an authority figure in their niche if they are able to host a webinar.
- **Increase branding.** Because interacting with you in a webinar feels like a real-time, face-to-face encounter, it helps stamp you and your services into peoples' consciousness a lot more quickly

Meeting people in a webinar is the next best thing to meeting them in person. Your attendee has a real sense of getting to know you with more than one of their senses -- hearing, sight (if you choose to appear on screen) plus whatever material or text you are sharing.

Interaction is happening in real-time (though you can certainly sell or allow replays of your recorded webinar), so there is the immediacy of your connection to her problems and questions. You are spontaneously sharing with your attendee. It's a real conversation.

And, thanks to modern technology, webinars are becoming easier to host, every day.

### **Planning Your Webinar**

Like every other facet of your business, the more thoroughly you plan your webinar in advance, the more powerful and focused it will be.

The first thing you need to do is decide on the **purpose** and **goals** for your webinar. To help you narrow this down, we'll be focusing on the three main types of webinar in the following sections. Before you ever pick your webinar hosting provider, however, put some thought into whether or not you want it to be:

- A free or paid webinar
- The best day of the week to hold your webinar?
- The number of people you would be comfortable interacting with
- How long you judge it should be
- What features you need your hosting service to provide
- The type of promotion, tracking and follow-up you'll need

### **Webinar Hosting Tools and Services**

Now let's talk about the details...

There are basic tools you'll need to own or have access to, before you can effectively host a webinar. First, ones you absolutely do need (besides a PC system, of course).

1. **A reliable microphone.** You'll want it to be hands-free, so a combination headset and microphone is the obvious choice. It doesn't have to be expensive, but it should be good quality and should specifically be designated for conversation and voice recording.
2. **High speed internet connection.** Obvious, but necessary.
3. **Free or paid Webinar hosting.** We'll be taking a closer look at three of the most common, reliable providers shortly
4. **A good lighting source,** if you are using any live feed (e.g. talking directly to your attendees via video or webcam).
5. **A strong, helpful message.** It always pays to ask yourself... is your webinar really helping enrich or enlighten your attendees' lives? Would you choose to invest your time watching, listening and interacting via this webinar, if you were an attendee rather than the presenter? Are you passionate about what you're saying? Knowledgeable? Focused 110% on your attendees -- not on your own needs or goals? (This one slips up even experienced presenters sometimes.)

Optional equipment, depending on the type of webinar you want to present and the media you're used to working with, can include:

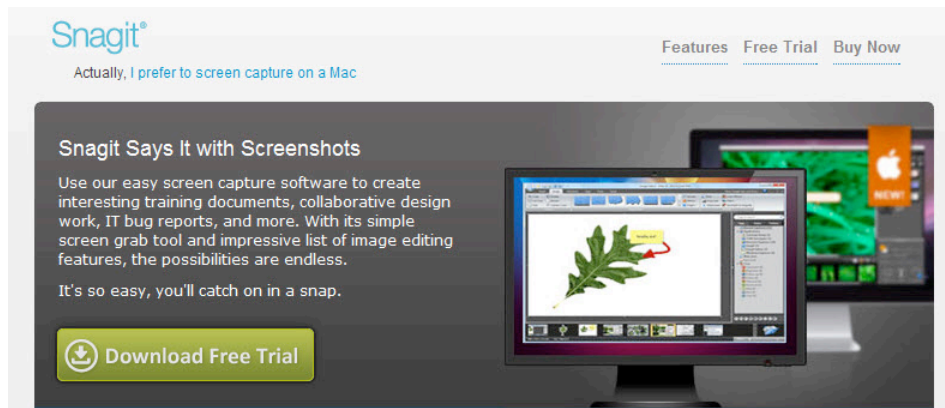
- Video camera
- Web cam
- Screen capture software
- Power Point or graphic slides/presentation

TechSmith's **Camtasia** is the most common screen capture software, with an excellent reputation. It's particularly useful if you want to show "live" screen capture work, where you are actually pointing, clicking and manipulating the screen (for example, showing people in real time how to set up a WordPress blog).

## DIY Webinar ATM Bonus from Paul & Carrie



If you are content to work from static screen captures, however, TechSmith also offers **Snagit** as an inexpensive alternative.



Both offer a 30-day free trial, so you can make sure you've chosen the right software.

As for video or web cams, you will most likely already have a preference; and your final choice will be dictated by:

- a) Your budget
- b) Your PC system and age

### **Finding a Reliable Webinar Hosting Service**

There's only one "must have" criteria to focus on, when hunting around for the right webinar hosting service...

- Is it **easy to use?**

If you find it easy, chances are your audience will, too. And the less "techie" you are, the better you'll be able to judge.

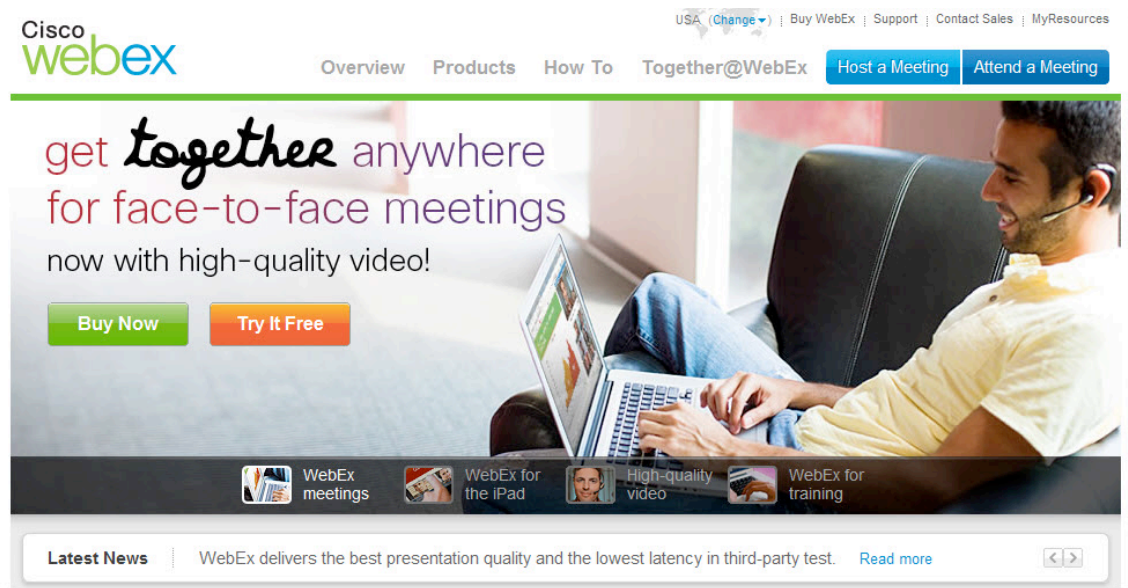
## DIY Webinar ATM Bonus from Paul & Carrie

Googling "webinar hosting" is not really the way to go, since there are literally thousands of companies.

One thing you *don't* want is a company that disappears six months after you've signed up, hosted all your webinars and driven pre-qualified traffic to that site.

Let's take a look at three top webinar hosting, hitting the highlights. These particular companies are well known for their reliability, ease of use and support.

### 1. [WebEx](#)



**Price Range:** \$39-49 per month (pre-paid yearly or month-to-month contract)

- 14-day free trial

#### **Features:**

- Free phone and VoIP calling
- 10,000 minutes per month, per host (approximately 80 meetings)
- Up to 9 hosts allowed per account
- Integrated phone conferencing
- A phone-in number for every meeting

#### **Benefits:**

- Unlimited online meetings
- Can record webinars
- Can add your company's logo and branding to your webinar

## DIY Webinar ATM Bonus from Paul & Carrie

- Can be used with third-party conferencing solutions
- Can use your own audio, rather than VoIP, if it's compatible with the WebEx system
- Tutorials (self-paced classes or live, "instructor-led" training)
- Interactive -- you can use an attendee's desktop during a webinar or allow her to use yours
- Share drawings, graphics, documents, presentations and documents

### **Disadvantages:**

- U.S.A. and Canada only
- Capped at 25 participants per meeting
- Extra: Toll-free call in at 15 cents per minute per participant
- Extra hosts and guests need special arrangements made

**Best Use:** Smaller groups under 25

## 2. [GoToWebinar](#):

**GoToMeeting®**

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Press & Awards Trend Setting Product of the Year Award **KM™** Trend-Setting **GoToMyPC** — Access Your Mac® or PC from Anywhere

**Price Range:** \$99 per month

- 30-day free trial

## DIY Webinar ATM Bonus from Paul & Carrie

### **Features:**

- Automated email templates
- Ability to transfer instantly to another presenter
- Ability to spontaneously invite others
- Transfer keyboard and mouse control
- Full desktop and application sharing
- Polls, Q & A, Chat
- Drawing tools

### **Benefits:**

- Windows or MAC
- Unlimited meetings
- Ability to practice your presentation, pre-webinar
- Outlook calendar integration for your attendees
- Customized branding
- Post-session survey
- Browsers supported include (newer) Google Chrome
- Audience view (thumbnail of actual presentation)
- Registration, Attendee, Performance and Recorded Webinar reports
- Attendees can "raise hands"

### **Disadvantages:**

- Toll-free service is extra (10 cents per minute)
- Almost double the cost of WebEx per month

### **Best Use:**

- When webinars are likely to become a regular part of your marketing mix

The reason I particularly like GoToWebinar is its user-friendliness. The company promises you that you'll be able to set up a webinar "in minutes" -- and that's true.

Here's how, in four simple steps, right from their website...

## DIY Webinar ATM Bonus from Paul & Carrie

### Step # One:

Home > GoToWebinar > How It Works [Share](#) [Print](#)

### How It Works

See how GoToWebinar makes it easy to set up and deliver an online conference.

#### First, Schedule Your Webinar

##### Schedule a Webinar


Enter the Webinar details below, then click Save and Continue. [See how to create a Webinar in 3 easy steps!](#)


1. Webinar Details 2. Branding and Theme 3. Registration


**Set up your webinar in 3 easy steps.**


**GoToWebinar automatically creates your invitation and registration.**


**Webinar Name:**  
New Webinar


**Description:**   
The description will be used in your Webinar Invitation Email and Registration page.


**Start Date:** Wed, Dec 23, 2009 

**Start Time:** 9:00 AM 

**End Time:** 10:00 AM 

**Time Zone:**   
(GMT-08:00) Pacific Time (US and Canada); Tijuana

**Recurs:** 



### Step # Two:


#### Invite People to Register

### Ten Ways to Increase Sales


**Webinar Registration**

Attract more customers. Make more sales. This Webinar will cover the top ten ways to dramatically increase sales. Plus, as a bonus, we will teach you how to turn existing customers into repeat customers.

- \* Avoid common mistakes.
- \* Maximize efficiency in your marketing efforts.
- \* Develop lasting relationships with your customers.



**People register using your customized registration form.**

**Register Our Webinar** 

**When:**  
Wednesday, December 23, 2009  
9:00 AM - 10:00 AM PST

Use the form on the right to reserve your Webinar seat.

\* Indicates a required field

**\* First Name:**

**\* Email Address:**

**\* City:**

**\* Zip/Postal Code:**

**Phone:**

**Organization:**

**\* Last Name:**

**\* Address:**

**\* State/Province:**

**\* Country:**

**Industry:**

[Show time in my time zone](#)

**Step # Three:**

### Remind Registrants to Attend

Reminder Emails to Registrants

Send Reminder Email: (to all participants)

☒ 1 Hour(s) before

☒ 1 Day(s) before

☐ 1 Week(s) before

☒ Personalize Reminder Email

Reminder Email Format:

☒ Include [System Requirements](#)

☒ Include link to add to Outlook Calendar

[Preview Reminder Email](#)

(It is good strategy to use a service that automatically sends reminder emails to your list. You can set these reminder emails at whatever intervals you please.)

**Step # Four:**

### Prepare for Your Event

My Webinars

Sort By: Most Recently Scheduled

Ten Ways to Increase Sales [Edit](#)

Registration: [Edit](#) [View](#)

AM PST 102 [Practice](#) [Start](#)

[meeting.com/register/402278296](#)

Registration Report:

☒ PDF ☐ HTML

☐ CSV ☐ Excel

[Generate](#)

Registered in Last 7 Days

Date	# Registered
12/1	0
12/2	0
12/3	24
12/4	55
12/5	13
12/6	0
12/7	0

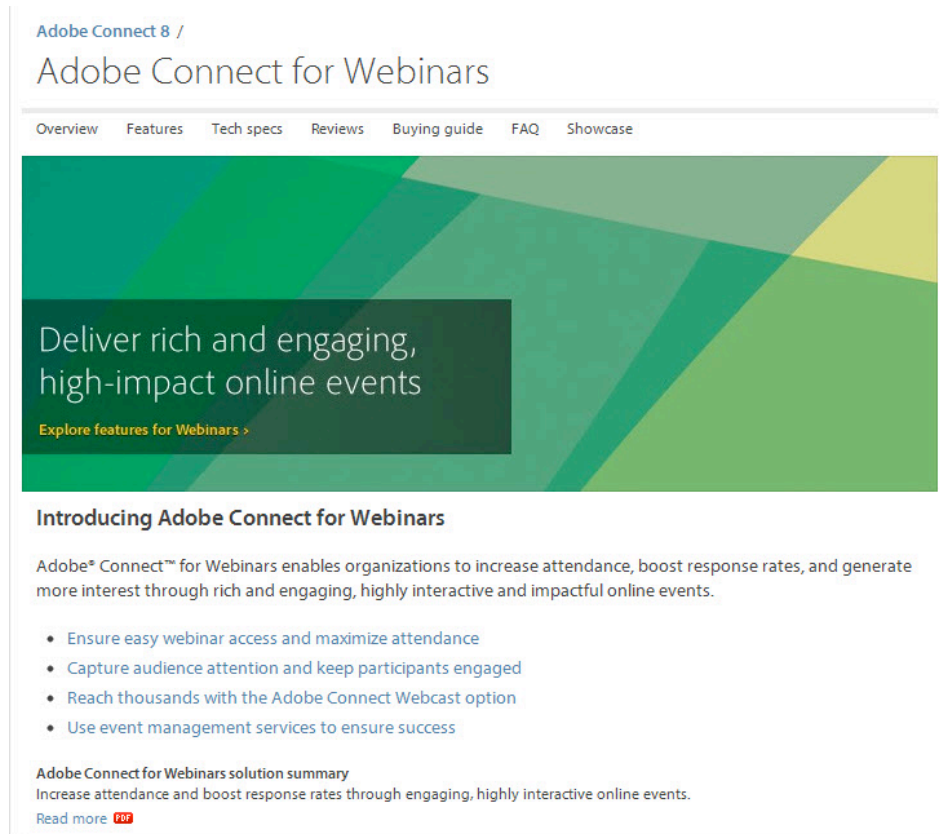
Registered: 0  
Opened Invitation: 0  
Clicked Registration Link: 0

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GoToWebinar also allows you to easily practice your presentation without fear of going live or botching things. If you are new to live presentations, this feature can be extremely helpful.

GoToWebinar continues to walk you through your actual presentation beyond to follow-up, allowing you to view and analyze feedback and statistics, as well as send those all-important follow-up emails.

### 3. [Adobe Connect](#):



**Price Range:** \$45-55 (pre-paid yearly or month-to-month contract)

- 30-day trial after signup
- Also offers "Pay Per Use" webinar meeting option at 32 cents per minute

**Features:**

- Ability to automate email invitations, confirmations, reminders and post-event follow up
- Power Point integration; audio and video; images; document and desktop sharing

**Benefits:**

- With the monthly plan, Adobe promises "no commitment, cancel any time"

## DIY Webinar ATM Bonus from Paul & Carrie

- Webinar access for your attendees from their mobiles (with Adobe Connect Mobile)
- Polls, Q & A, "hand-raising", whiteboards
- Brandable; can save branded templates you create for re-use in future
- Able to integrate with "virtually any audio provider or teleconferencing platform"

### **Disadvantages:**

- Requires Flash
- Does not offer full pricing information up front, without having to register first
- You are heavily encouraged to work with their teams and services in creating custom webinars, but there is a lack of pricing information -- requires individual quotes

### **Best use:**

- Large groups; geared to corporate business (make sure you choose the "individual user" plan, if you go with Adobe)

## **A Word about Free Webinar Hosting Services**

If you're just starting out or want to test out a single webinar first, you may not be in a position to sign up for a paid service -- but if you can try one even for a couple of months, I would strongly urge you to consider it. There are certain drawbacks to free services, the biggest of which usually lies in not being able to save or record your webinar.

From analyzing the three top providers, it's easy to see there are desirable features you'll want to check for in any webinar hosting service, whether they are paid or free. Let's boil it down to the basics, including the ability to:

- Record your webinar
- Send reminder and follow up emails
- Transfer desktop control to co-presenters or attendees
- Analyze your webinar afterwards
- Integrate a toll-free line
- Integrate with other audio service providers
- Practice your webinar before it ever goes "live"
- Know where hidden costs can lie

You also need to know which additional features are absolutely necessary for the type of webinar you're planning to present. Do you need a whiteboard? "Hand-raising"? Chat? Desktop sharing? Application sharing?

These are all features that need to be checked out in advance (as well as what security measures free companies promise).

Be warned, however -- since DimDim folded, I haven't yet found free webinar hosting services that measure up (though new competitor [Yugma](#) offers an affordable entry point price, entering the field at \$19.99 per month).

I haven't tried Yugma myself, but here's what it seems to offer:

- 20 attendee maximum
- Free teleconferencing
- Desktop, mouse and keyboard sharing
- Change presenters
- Whiteboard
- Private and public chat
- Ability to record your webinar
- Hosted, pre-recorded webcasts
- Windows, Mac and Linux
- 100 m. b. shared file space
- Email, phone and web mail support
- Free trial on sign-up

You may not get all of the features you want in a free webinar hosting service, but knowing what's absolutely essential, which features your webinar specifically needs and where hidden costs potentially lie will help you make a better informed choice -- and save you from hidden disaster.

In video number 2, we're going to talk about lead generation webinars and how you can use them to boost the growth of your mailing list.

## **Business Webinar Strategies: Lead Generation Webinars**

Now that you've got a clearer picture about what a webinar is, webinar hosting services and the specific features you may need or can take advantage of, it's time to start focusing on specific webinar strategies -- starting with free, lead generation webinars.

This type of webinar is best designed to **build your mailing list** while **boosting your credibility** and **expert status**, the sole purpose being to keep people engaged in "conversation" with you.

The best result for them is finding an authoritative, fresh new source of niche information. For you, it's signing up pre-qualified, future customers hungry for what you have to share or teach.

### **Understanding Your Target Market**

A "lead" is nothing more or less than **someone likely to buy**. If you're selling short-body Ford pick up trucks, and someone gives you a lead, they're hooking you up with people shopping for a vehicle **who are more likely to buy from you**.

Someone just beginning to explore pick up trucks is not as strong a lead as someone who specifically wants a Ford short body; but they are still more likely to buy from you than someone who is shopping for a four-door sedan (or someone who isn't considering a new car at all).

So your job, when setting up your lead generation webinar, is to pre-qualify potential attendees **as thoroughly as possible**, narrowing them down on qualification at a time.

Remember, you'll most likely be limited (if you're starting out and are under budget constraints) by a webinar hosting service that sets a low limit on webinar registrants (20-25 only). So you want those twenty-odd people to be **as highly qualified as possible**, and your website, promotional efforts, emails and sales pages (if you use one) all need to do that very specific job.

By all means, do your research:

- Conduct polls
- Survey social media platforms where your market is most active
- Invest time in article marketing, guest posts and blog posts
- Be available for interviews

Then create a profile of your perfect attendee, ensuring you have at least **five strong specifics** you've narrowed the generic profile down to. (Example: Tradesmen over forty

years old interested in short body Ford pick up trucks with Tonneau covers, trailer-sway control and six-speed transmissions.)

But it doesn't matter if your ultimate goal is to sell pick up trucks or ballet shoes. At this stage, all you need to focus on is making friends with your pre-qualified target audience.

To continue with our car shopping analogy, two equally fatal mistakes to make: Trying to sell your car shopping lead that pick up truck straight away before you've barely been introduced... and at the other end of the scale, forgetting that you do *ultimately* want them to buy.

It's true that after your first webinar, your follow up feedback and stats may actually prove that you've gotten your marketing mix slightly wrong or missed out a key fact about your ideal attendee that you didn't know. That's okay. Just take the new fact and adjust, no big deal. Remember, you're still making friends and finding out whether or not you both like lattes or prefer donut shop coffee.

### **Troubleshooting Your Results**

But what happens if your research seems to bring conflicting results? For example, you discover that your target audience seems to firmly split into two distinct groups: "A" wants to know all about one aspect of your niche, while "B" is strictly concerned with another.

This is the point where you will need to decide:

- Are you going to serve both groups?
- **Can** you serve both groups?
- Are both groups potential payers? Will they open their wallets in the future for the sort of information or product you plan to sell?

If both groups seem to be strong prospect material, don't make the mistake of trying to cover both areas of interest in one single lead generation webinar. Instead, plan to create a second, separate webinar or else focus only on one group, for now.

**Trying to serve both in the same webinar will please no one, and reduce future conversions and contact opportunities.**

Another mistake new webinar presenters often make: Doing all their surveying before planning the webinar -- and then stopping survey efforts.

Think back to memorable webinars you yourself have attended. The presenter most likely asked you to name your three biggest concerns, or bluntly invited sub-topic suggestions in some similar way. This is sound strategy that shouldn't be ignored.

Remember, at this point, you're still getting a feel for your ideal attendee; just as she is taking the first step towards getting to know (and trust) you.

Interaction is good -- especially before the webinar. That's what "conversation" is all about; and good conversations lead to credibility and friendship.

### **But What Do You Talk About?**

Identifying your target attendee is one important part of planning an effective lead generation webinar: The other half of that coin is deciding what to talk about.

Here's a tip: **Lead generation webinars are usually informational in nature**. You are telling your audience something they really want to know on a subject they are passionate about.

Ideally, it's something other presenters (i.e. competitors) haven't tackled. If they have, then you will want to either give the subject a new twist or provide the ultimate, drop-dead simplification of a complex subject (complete with "the answer" than no one else wants to share).

You're supplying **the one big secret no one else will give away for free**. Whether that's how to do something or facts they desperately want to know is entirely up to you.

Ask yourself these essential questions:

- "What can't they resist? What are they saying they want to know?"
- "What can drive them to action and inspire them to sign up for this particular webinar?"

### **Researching Your Competitors**

Don't just research your target audience -- take a good look at your competitors too.

1. What is the one piece of information they don't or won't part with (except at a high-ticket or one-on-one coaching level)?
2. What do you have to offer that is different and unique?
3. What do the demographics at sites like [Alexa](#), [SEMrush](#) and [Quantcast](#) tell you about this particular niche audience?
4. You're a member of this niche. What one thing would **you** love to have had more information about, when you were just starting out (if that's your audience demographic)? At this time, last year?

## Planning Your Lead Generation Webinar

You've got your pre-qualified target attendee. You've got your absolute gem of information you're going to give them, for free (no strings attached).

Now it's time to start planning... for real. Here's a look at some answers to questions you may be asking yourself, at this stage:

<b>Q. "What is the best day of the week to hold my webinar?"</b>	<b>A.</b> Mid week (Tuesday, Wednesday, Thursday) -- but do take the time to survey your specific niche target to make sure they follow this accepted "norm".
<b>Q. "How long should my free, lead generation webinar be?"</b>	<b>A.</b> The accepted length is somewhere between 30-45 minutes. If audience interaction is high, you can carry it to one hour, maximum.
<b>Q. "How many should I invite?"</b>	<b>A.</b> One common beginning presenter mistake lies in inviting approximately the same number of people that your webinar hosting provider allows. (I.E.: if your webinar hosting provider specifies a maximum of 25 people, inviting 30 people.)  Given the statistics showing an average response rate for all webinars of less than 50%, it would be more effective if you invited 50-60 people to your 25-seat event. Besides which, you can legitimately use the principle of scarcity ("only 25 seats are available...") to encourage them to take action and register "today".
<b>Q. "How long before the webinar should I start promoting and inviting?"</b>	<b>A.</b> Between the third and second week before your webinar is generally considered the optimum time to initiate invitations. Don't start too far in advance -- and don't leave it to the last minute.

## **Eight Ways to Plan and Prep for Your Webinar**

One of the most important jobs a lead generation webinar should do is to engage your attendees. Don't make it easy for them to "walk away" -- give them powerful reasons to stay.

Your content will be key, of course, in achieving this end, but there are also simple strategies you can use to boost your efforts"

**1. Plan Your Handouts:** Think back to those great webinars you've attended. Some of them may have contained handouts: Worksheets, diagrams, short reports -- all can help enhance the value of your lead generation webinar.

But if "adding value" is the only reason you're creating those handouts, you're missing a great opportunity. Use them to raise your potential attendee's curiosity level. Promise something with that handout -- something that can only be completed or filled if she attends.

Tantalize. Promise. Intrigue. Excite. Interest with your handouts or work materials.

Your potential attendee should be thinking: "Wow! If that's just the worksheet, I can't wait to hear what the presenter has to say!"

**2. Surprise Your Attendees:** Plan handouts afterwards too; or other unexpected free gifts that only people who stick with you to the end of the webinar can receive -- a reward for participating. Many people lead the attendee straight to a paid offer, and this is certainly a valid tactic. But if you are able to surprise your attendee instead with a fabulous bonus gift that will make her look for more from you, don't be afraid to give it away. Go for it.

Consider it a lifetime investment and a real trust builder.

**3. Don't Leave It All Up to Your Webinar Hosting Service:** Yes, most reliable services will send automatic reminders before the event, right up to an hour (or less) before -- the times and intervals pre-determined by you. But continue your principle of surprise and augment your web hosting service's automatic reminders with an email containing either a link to your handouts or a link to a short video (no more than two minutes in length, tops; and preferably just less than one minute).

**4. Make Your Potential Attendees Use Their Visual Senses:** Talk directly, face to face, in this video. Speak a little more loudly than normal -- and slightly more quickly. Remember to breathe. Try to smile while speaking -- not a big artificial grin, but as often as you can naturally squeeze a smile in. Be excited. Be straightforward, say what you need to say, and cheerily end with a straightforward call to action (something like,

"register while there are still seats -- remember I'm limiting this to only the first twenty people. Do it right now and I'll see you on the 15th!")

You want your potential attendee to hold a **clear, visual image of you** (being positive and excited) in her mind. A video is the perfect vehicle to help her feel she knows you and already has a personal connection with you. Human nature being what it is, this means she will be much more likely to remember you -- and actually attend your webinar.

(It goes without saying you'll plan to promote your webinar in other ways too -- your social networks (more importantly, your target attendees' social networks); Twitter; your blog, et cetera....)

**5. Use a Checklist:** There's a lot to do, when creating a successful webinar. (You should have started your planning at least a couple of months in advance!)

A checklist will help make sure you don't miss any steps, suffering the dreaded, last-minute "oh NO" syndrome. (As in: "Oh NO! I forgot to order a toll-free number!" or "Oh NO! I forgot to Tweet the webinar's starting half an hour before!")

**6. Assemble your Webinar Aids Ahead of Time:** You'll most likely want to integrate several communication methods while presenting your webinar... Screen shots, whiteboard writing, clicking on desktop links, interacting with an audience member: All these are necessary areas to triple check, well in advance. Make sure any apps or programs are functional and that you know how to use them. Make sure your slide show is properly sequenced and ready to roll, and all graphics or documents are in the correct order.

Have graphics created well ahead of time. Ditto, handouts. Arrange for a transcriptionist to sit in on the call, if you're planning to outsource and/or turn your webinar into an information product.

Decide how you're going to record it and who's in charge of that detail. (One of the most common mistakes? Believe it or not -- forgetting to record!)

**7. Use a Script!** Don't just "wing it". Even Olympic figure skaters know the danger of adding extra moves and deviating too far from the perfectly polished program they're planning to skate. Public speaking or storytelling works much better if you have some sort of written script -- even if that's only a sketchy outline scribbled on the back of an envelope.

Besides, a good script can be turned into an information product in its own right (a paid extra or an unexpected post-webinar bonus).

Finally...

**8. Practice Makes Perfect:** Whatever you do, choose a webinar hosting service that allows you to **practice and run through your webinar more than once**. Make sure your hosting program dashboard has some way of showing you what your attendee will see (e.g.: A thumbnail of how your screen is appearing as you talk).

Then run through that puppy until it's as smooth as butter.

Run through it again, with a couple of friends sitting in as your "audience".

The most reassuring key point to keep in mind: **Practicing your webinar is not something you do to ensure you'll be picture-perfect**, word for word...

...It's really just **for building your confidence ahead of time**. If you enter a strange building on your way to a job interview, the fact you don't really know where you're going, running the risk of taking a wrong turn, can really add to your stress level.

Same thing goes with mothers who take small children (or even teenagers) to see their new school (or college) ahead of the new term. Knowing exactly "where to go" removes a major stress layer and helps you navigate your dashboard with confidence, focusing on your attendee and your message... instead of wondering where the "Mute" button might be!

## **The Real Thing**

These are all pre-webinar tactics, designed to ensure that on the day of the event, your attendance quota is full and a buzz is already generating.

Now let's discuss the actual webinar itself.

You've practiced until you're thoroughly familiar with your webinar hosting dashboard. You've had a couple of perfect run throughs, so the real thing ought to be a piece of cake. Right?

It could very well be... as long as you've remembered to take into account that "stage fright" before opening night is ten times more debilitating than stage fright during your first practice or two. Don't end up after the event, however, realizing you made these common mistakes:

1. **Rushing your speech.** While it's a good idea to keep the pace lively and speak a little more quickly than normal, watch for the tendency to gabble and jump ahead of yourself. If you find this starting to happen, stop and take a deep breath before your next sentence. Remember to breathe.
2. **Being unaware of your background.** If you're doing any candid web-cam headshots, make sure you've thought ahead of time about the physical background and object behind you. No one expects a perfect home office background, like

something out of Home and Garden, but you don't want to be like the Time Management and Organization specialist who didn't realize a discarded sock was draped over the arm of her chair.

Above all, you don't want anything that distracts. So remove that sparkly wind chime that keeps swinging in the breeze from your open window.

3. **Take the telephone off the hook!** You don't really want it to ring and ring while you're in the middle of your pitch, do you? Likewise, if children are playing around your feet, that will only work if your target audience consists of moms with children of similar age. Anyone else will be distracted by it and lose focus on your message, so hire a babysitter or ruthlessly conscript your mom, sister or best friend into being your helper for that hour.
4. **Being unaware of your lighting.** Again, you don't need perfection or fancy professional lighting... but do be aware of lighting conditions, if you're planning on using a video clip or web cam during your webinar. Don't just test video components out in a practice run-through: Make that run-through happen **at the exact time of day** you're planning for your actual webinar, if you're using natural light (and remember that weather conditions can affect and change your lighting too).

Watch out for backlighting -- you don't want to be in silhouette unless you're in the Witness Protection Program (or deep under cover). Watch for distracting shadows and patterns. (Years ago, I saw a presentation in which the shadow of a parrot bobbed about on the wall to the right of the presenter's head. This was in a workplace training video, and afterwards we all agreed that we didn't remember a word of the instruction we were supposed to be receiving: We were all too busy being entertained by the shadow parrot!)
5. **Reading your script.** Think back to the last time you heard someone reading in your grade school days. Not very exciting, was it? Blatantly reading your script is the quickest way to kill your attendees' interest. Even if you use the full script as a guide, **use a yellow highlighter** to accent **only** key points to jog your memory, so you can be free to focus on the "conversation". (Color theorists say yellow is the best color to stimulate learning and retention.)
6. **Being too slick.** While professionalism normally makes for more powerful presentations, overdoing it can make your webinar seem too dry, or lacking in personality.
7. **Being too sloppy.** Likewise, no one wants to wait, while you frantically try to find a website that no longer exists or a diagram that's missing.
8. **Not remembering who's watching.** New presenters sometimes get so carried away by the bells and whistles (especially if they're including a video component), they forget who they're talking to.

In other words, if you're talking to a group of corporate accountants, don't sit there in your bunny slippers, wrangling your two-year-old. Instead, dress professionally. Use a neutral background. By all means use professionally-produced, royalty-free music as an intro and outro. Stick to the point and make any witty anecdotes short.

Likewise, if you're talking to a group of moms with ADHD children, don't wear a white lab coat and quote a thousand scientific statistics. Instead, be one of them. Relate to their problem. Sympathize with their lack of sleep. Care about their child.

(It really just boils down to two things: Awareness... and common sense.

9. **Too many "I" statements**: While storytelling and personal anecdotes can help make that all-important sense of connection, never lose track that **it is all about your attendee**. The only thing a story or anecdote should do is show her you understand her needs, fears, frustrations or problems. Once you've done that, move on like an express train towards your main message. Stick to the point. And make sure you say "You" and "your" significantly more than you say "I".
10. **Being a one-trick pony**. By this, I mean not understanding the most basic principle of salesmanship and retail; and that is "people don't buy till the seventh time they visit your store". You've simply made contact and introduced yourself in your lead generating webinar, and although for some people, that's enough -- they like you, they'll buy -- others will need to warm up to you.

This is where you need to keep up the relationship with **good follow-up efforts already planned and in the wings**, including any or all of the following:

- Follow up emails
- Free email courses
- Bonus reports or product they can instantly download
- Follow up survey
- Postcards or snail-mail letters
- Phone calls (if they've provided their phone number)
- Text messages (if they've indicated they prefer SMS)
- Free coaching call offer
- Exclusive, valuable information

But the most important part not to miss, when creating your lead generation webinar -- and believe it or not, people new to the webinar creation process do forget this -- is **providing a strong call to action**.

## **Your Calls to Action**

In fact, it's best to invite your attendees to take voluntary action to stay in touch with you more than once during your webinar:

1. At the beginning of your webinar
2. At mid-point
3. At the end

Just as it takes more than one visit to a store to make some people comfortable enough to buy, it can also take more than one call to action.

The first two should be low key but cheerfully direct. The third can be your "big push" -- and it doesn't have to be directed towards a sale. Instead, it can be directed towards your follow up offer (invitation to sign up for a free, post-webinar coaching call or email course, for example).

If you want to move straight towards promoting your paid product, here's a secret many people take ages to learn:

- **The higher the ticket price on any paid offer, the more you'll want to "warm up"** or woo your new subscriber

And if your paid offer is on the higher end of the scale, **be sure to provide an alternative "exit" offer** your cash-strapped or cautious attendee can choose instead; not only so you're taking advantage of a way to make more profit, but as a way to keep your exiting attendee staying interested; not running off in disappointment while mentally erasing you from her resource circle.

You can make that offer:

- **A stripped-down version of your main offer** (the transcript or eBook only, instead of your eBook and six-CD set; the silver version of your membership site instead of the gold version, etc.)
- **A payment plan** (e.g.: "For those requesting a payment plan, you can pay in six easy, monthly installments of...")
- **A sample** (make it free AND valuable, and you may inspire them to love you for life!)

If you choose the latter option, don't make the mistake of running with the tired old formula of showing them the "what" but not the "how" in your sample version. Instead, feed them a complete, self-contained morsel. Not only will this feel like a true gift

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instead of bait, but a true gourmet appetizer can inspire your attendee to purchase far more powerfully than a complete meal full of empty calories (i.e. the "bait" tactic).

No matter what you choose to include in your webinar calls to action, however, make sure it's just one way to stay in touch among a steady, regular stream of "dates" you have planned for the immediate future.

You will need to nurture your new relationship and keep it thriving and growing. You want your attendee to not only remember the face that goes with the name on her email inbox, but actually get a warm feeling and look forward to your message, the next time she sees it.

Finally, don't forget your lead generation webinar is just that: A way to create a buzz, get you known, generate leads and "make friends" -- for life.

The more carefully you plan it, the less opportunities to cement the relationship you'll miss.

And when it comes to calls to action, don't miss the one to yourself. Move beyond planning -- and "just do it". Make sure your lead generation webinar ensures that **you** are the first person your attendee thinks of, when it comes to purchasing your type of product or services in the near future.

In video number 3 we're going to be talking about some of the ways you can actually make money by hosting free webinar events.

## **Business Webinar Strategies: How to Grow your Business and Put More Cash in Your Pocket with Webinars**

Once you've got lead generation webinars under your belt, it's time to move on to selling your own products or promoting products as an affiliate with free webinars to generate, not just leads, but actual cash.

### **Giving Away Great Information**

As with lead generation webinars, your content starts with **giving away great information**. It used to be the accepted strategy to show the "what to do" but not the "how to do it" -- in other words, give away only enough information to tease -- but today's online buyers are less patient and more savvy.

Competition is fiercer now too -- and there is a lot more of it! It's even more vital to offer your target customer content that goes the extra mile to deliver what they want and need. (And your whole message should let them know: "There's LOTS more where that came from!")

This means you need to have several more paid offerings ready and waiting in the wings to continue the great momentum you build with each webinar. This includes:

- Upsells
- Downsells
- Cross-sells
- Deluxe versions
- Gold and platinum versions
- Affiliate products that enhance and augment your own
- Joint Venture products designed to offer especially high value

All these can be offered during and directly at the close of the webinar (your call to action)... or presented during follow up.

### **How to Add Value (and Profit Potential) when you're Practically New**

You're a comparatively new entry in your field and, even though you ran a lead-generation webinar, there were only twenty-five seats. Five people showed up, even though eighteen of the original sixty or so you invited actually took the time to register.

Sure, what you delivered was so great it created a satisfying amount of buzz... but now that it's time to generate actual cash with your next webinar, you're realizing that selling that Special Report for \$19.99 is hardly worth your time -- even if you take into account the fact you're keeping your new subscribers and cementing their loyalty, as well as attracting a few new prospects. (Besides, you've been too busy to create that report yet!)

So how do you take that momentum and convert it straight to some serious sales profit-making for you while you work on that Special Report (or not)?

Using the webinar model, there are three strategies to consider:

- Holding a "**Summit**"
- **Joint Venture** partnerships
- **Selling affiliate products** for your JV partner

You may think that attracting a more powerful JV partner or celebrity guest is a long shot, but it doesn't have to be. There's one simple "rule" to remember, when going after celebrity or high-power potential partners...

- Present an offer designed and fine-tuned to please your potential guest or JV partner's **own subscribers**

## **1. Holding a "Summit"**

The main challenge of this tactic lies successfully attracting not just one, but several, high-powered guests. Still, target their own audiences and you will have a genuine shot at succeeding.

A "Summit" involves at least six celebrity guests all contributing material or time on a single subject (or on one aspect of that main topic). It can take a "panel" format, with a joint conference going on (check with your webinar hosting provider to see if you need to add extra hosts for the event or simply manage it via mic and desktop sharing)... or it can involve different presenters in their own webinar segment at different times.

You can promote your webinar Summit in a variety of ways, using headshots and blurbs about each guest. You can offer six different "master classes" at the same time, so that people have to choose only one (and pay to receive recordings of the rest)... or you can offer these recordings free to the first 20 registrants. (**Flexibility** is another great webinar advantage.)

You could also pace the "master classes" so that for three days straight, there's one celebrity guest at the same time every morning... and another every afternoon.

And six is a minimum number of Summit guests: If you are able to attract more celebrity guests, you could promote your Summit as happening twice a day for seven full days. The format is as flexible as your guest list, leaving you room for **customization** and **creativity**.

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For example, if you held a summit on "*Facebook Sales Profits: Making Your Business Grow 200%*" and approached several Facebook marketing experts with a tightly-planned summit, assuming even just four accepted your invitation, you would automatically reach not only your own list but your guests' subscribers too.

The trick, of course, is attracting that first prestigious guest. That's why holding a Summit is something better done *after you've already held at least one webinar with a single, powerful guest in that niche* -- you'll have more leverage with which to convince multiple guests, with each acceptance generating more power and more compelling incentive to the rest of your prospective celebrity guests.

Combined, all this fire power dramatically increases:

- Your Summit's focused appeal
- Your base of potential attendees
- Your promotional reach (your guests will add their own star power efforts to promoting the Summit)
- Your potential profits

Even if you were to allow people to register for your Summit for free, there are solid ways to make significant profit from the event -- even if you don't have your own product to sell!

1. **Sign up as an affiliate** for your guests' individual products sold during (or usually after) the webinar Summit
2. **Sell each recorded guest presentation.** Allow registrants access to each recording only for twenty-four hours, letting them know that, after that time, each recording will be sold as a paid product. (Split the profits any way you choose with your guest... or not at all, if that's what you've agreed on)

The beauty of the latter model lies in having automatically created product to sell... valuable content that will interest not only your own subscribers, but your guests' list members too/

Another powerful reason to add one or several celebrity guests to your webinar or Summit?

Your own stats may look like this:

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But each celebrity guest's stats should read more like this:



You are not only adding all that firepower and traffic to your own webinar or webinar Summit, you are aligning yourself up there in the firmament, sandwiched between them.

- Their success becomes your success.
- Their authority becomes your authority.

What's more...

**You** are the mastermind who brought them all together and handed them to your combined audiences on a silver platter. (Well, not really, considering their own promotional efforts... but human nature being what it is, that's how you are forever viewed, after the event.

Particularly if you work hard to keep yourself perpetually on your new audience base's horizon.)

### **Ten Ways Not to Make JV Partnership Mistakes**

There are basic mistakes not to make, if you really want to increase your chances of attracting one or more celebrity guests or JV partners. The following tips will help you avoid these...

1. **Make sure you've successfully held at least one webinar** -- even if it was just for basic lead generation. People are much more likely to consider your proposal if you present proof you know how to webinar successfully already.
2. **Research your idea thoroughly.** Use surveys and polls. Check your potential guest's stats, as well as their competitors. Have data to back up your projections.
3. **Plan your potential summit or JV event as thoroughly as if it's actually happening.** Don't approach them until every component has been thought out and set in place. Each assured answer you give to probing questions will reassure potential partners you know what you're doing and have researched your idea thoroughly.
4. **Set up a professional website already dedicated to your webinar or webinar summit.** By "professional", I don't mean overly slick or five years in the making: I mean containing every resource or element your potential guest might need.
5. **On your event website, "fill in" the faces and profile slots of each celebrity guest with headshots and bios as they accept,** if you're planning a Summit-type event. Have "placer" graphics for guests who haven't confirmed yet.



Don't just add confirmed guests after the fact: Have slots waiting with blanks in for the final number of guests you hope to attract. Seeing who else is contributing -- even if only one person has so far accepted for sure -- can attract "yes" answers from other guests more quickly than any argument.

6. **Have affiliate or promotional resources already in place** (even if finished artwork is only "roughed" at this point, prior to guest confirmations). Have

articles, banners, code, apps, widgets and any other resource you can think of ready and waiting for each guest to use.

7. **Make sure your hosting has the capacity to handle a much larger guest list.** (This is one reason to consider signing up with a service like Adobe Connect as your webinar provider right from the start -- the potential to host larger gatherings!) Be able to answer the number of guests you're set up to handle, the instant you're asked.
8. **Show them you're ready -- and eager -- to promote.** Have full email autoresponder series' ready to go, as well as press releases. Offer to interview your participant partners (and let them sell the interview recording to their own lists). Show them you have already set up outsourcing for transcriptions they can offer their lists as a valuable bonus or paid upsell. Add free, **re-brandable** Special Reports to their resources.
9. **Make it ridiculously easy to participate.** If all your celebrity guest has to do is promote the summit to his or her list (with all the material they need ready and waiting to grab and drop), it becomes a no-brainer to give you a "yes" answer -- particularly when your format is set up with potential for multiple profit opportunities.
10. **Get your potential guests excited about what your Summit or JV partnership can do for their subscribers!** If you've thought everything out thoroughly enough and can show a reality to your vision using the tactics suggested above, this shouldn't be hard... because you'll already be genuinely excited about potential profits yourself!

## **2. Joint Venture Partnership Webinars**

We've taken a look at the most complex model -- the Summit -- but you can (and in most cases, probably should) start out with far less complex partnerships. (Admit it -- having seen what's involved in putting together a Summit model, doesn't it now seem comparatively easy to attract just one JV partner?)

The beauty of entering into a simple, single-partner venture is that it doesn't have to be intimidating or complicated. You can choose simply to promote your new JV partner's own highly-converting product solely as an affiliate, if you choose.

Even with only one successful JV-partnered webinar or Summit under your belt, you have aligned yourself with and influenced the decision makers in your industry or niche - not only in their eyes, but in the eyes of the general public and your combined subscriber bases.

You can also create an even simpler webinar by **interviewing your celebrity guest** and using the Q and A period at the end to make sure the webinar recording contains added relevance to its target audience (who will identify with the questioners in the audience).

This leaves you with multiple options:

- You can negotiate the right to sell the recorded webinar interview
- Your JV partner can sell the interview
- You can give the webinar recording away as a high-value bonus

### **3. Sell Affiliate Products**

This is one of the easiest ways to create webinars for cash. You don't even have to make a JV partner out of the product creator, if you want to keep it quick 'n' dirty (though they'll most likely be highly interested in a JV partnership later, once they see your affiliate sales results!)

One of the easiest ways to make webinar money from affiliate products? Take a high-ticket product (especially software, specific methods or applications) and create a tutorial webinar around that product, showing people how to easily use it.

(The key here is to **select a product you already use and are enthusiastic about!**)

TIP: Look for re-brandable products too. Sometimes converting a Master Resale Rights product and branding it with your own name and logo can prove highly effective in increasing your popularity and exposure, along with solid sales.

### **Pitfalls of Partnered Webinars**

With any type of JV partnership webinar -- whether you're selling an affiliate product or running a Summit with a guest list potential up in the hundreds -- there are a few vital mistakes you must remember not to make. The following tips will help keep you on track...

- 1. Don't try to be all things to all people.** Don't abandon your niche focus just because your potential reach has expanded dramatically. Keep your webinar topic specific, not generic. Try to reach too broad a potential audience and your signups will actually decrease.

(This provides one other powerful argument for starting with a single JV partnership, not the Summit model. A Summit model, of necessity, will showcase guests each with a specialized area in your niche. Even though each

guest is going to be marketing to his or her own unique demographic, market your total Summit to the specific guest base you want to target.)

2. **Don't over extend yourself.** There's a fine line between being ambitious and setting yourself up for disaster. This isn't meant to scare you -- but do think through every aspect of your JV partnered webinar plan, to make sure its one you can easily handle at this stage in your career. If not, table the more complex ideas (such as hosting a Summit) for further down your sales funnel, and use your simple affiliate product-selling webinar to attract a JV partner; or use your simple but successful single JV partnered webinar to attract your Summit guests later in the year.
3. **Don't make things unnecessarily complicated.** Remember that by keeping it simple for yourself your webinar will also be refreshingly simple for (a) your guests/partners (b) your potential attendees to enjoy. (Make "just do it" your mantra, and use the results to help you fine tune your next webinar.)
4. **Set up solid tracking.** Remember to survey at all stages of your webinar for cash process, paying attention to feedback (particularly unexpected results you didn't consider or plan for.) Besides, letting your potential partners confidently know you've got tracking and tuning well covered will increase their admiration of your professionalism -- as well as invite more "yes" answers to your proposals.
5. **Keep the focus on your content.** It's the narrow focus of your content that will appeal to the specific attendee you have in mind. Remember that without an exceptionally good steak, BBQs just disappoint.
6. **Keep in mind your profit potential.** You're going for the cash now. If you're keeping your webinar model simple and only inviting a limited number of guests, your price is going to have to compensate for the smaller numbers if you expect a certain profit ratio.

For example, if your webinar hosting service only allows twenty guests, you'll need a higher ticket price to get the same profits as a twenty-five guest service (assuming you've marketed your webinar to a large enough number that all seats are filled).

(Your other option is to arrange specially with your hosting service, if that's an option, to increase the number of seats for that particular webinar event: Which will have to be reflected in your pricing, of course.)

### **Creating a Strong Sales Plan**

When you are shopping around for potential JV partners, a focused plan will be your first tool designed to convince them you know what you're doing.

This plan should include:

- A strong, clear outline
- Your webinar message and goal
- Your specific target audience
- Promotion tactical outline
- Budget and metric projections
- A summary

Your summary should look something like this...

"Facebook Sales Profits: Making Your Business Grow 200%", presented by Jane Doe, will take place on Tuesday, May 15, 2011 at 1 p.m. E.T. (10 a.m. P.T.). It will feature Facebook authority Joe Shmo, author of "101 Facebook Secrets Your Grandmother Didn't Know". Attendees will learn solid tactics and tips for leveraging their marketing using the latest Facebook change benefits, illustrated by solid statistical proof of Shmo's own 200% increase in profits during May 2010-May 2011. A Question and Answer period will conclude the presentation."

Remember, while your sales pages and emails need exciting, punchy headlines and dynamic text, your summary should instead focus clearly on outlining exactly what your webinar is going to be about. (In other words, it should read more like a press release.)

TIP: Remember to use video to support your webinar promotion efforts. Create a 1-2 minute video demonstrating one point from your webinar. Distribute and promote in on YouTube or TubeMogul.

Videos offer the chance to go viral and create buzz more quickly and easily than any other method in today's web culture... and they are augmenting your webinar efforts at creating a recognizable presence and sensory connection with your audience.

## **Webinar Management**

Let's finish off with a webinar money maker very few people seem to have caught onto... and that **is creating, planning and setting up webinars for other people**.

Once you've got enough webinar experience under your belt for the process to become routine, use a lead generation webinar to locate your target market: People who would rather have other people do most of their webinar set up and work.

Create templates and set up a basic webinar plan. Decide on a budget and calculate:

- How many webinars you can handle
- If you'll be able to outsource components (sales copy, autoresponder management, tracking, etc.)
- How much of your budget you can devote to outsourcing
- What profit margin you need to make
- Whether or not it's a strategy you could truly enjoy

Use a webinar to promote your services!

Even if you try webinar management out and decide it's not for you, you should have enough material and experience under your belt to write the definitive eBook on webinar creation.

And, coincidentally, selling your own product via webinar is the next module we're going to take a look at.

## **Benefits of Webinars for Cash Generation**

Using webinars to generate cash offers on other people's products offers one of the quickest ways to start profits coming in while building your niche authority -- providing you've done your homework and remember to "keep it simple" at your end and focus on their target customers, as well as yours.

In the next video we'll be talking about how you can get paid to teach what you know!

## **Business Webinar Strategies: How to Grow your Business and Put More Cash in Your Pocket with Webinars**

Webinars can do more than generate leads or allow you to sell other people's products. They can help you sell your own.

When I said the word "products" you probably just thought about selling a Special Report or an eBook, didn't you? Well, you *could*... but let's just take a closer look at that particular business model.

### **Here's the problem...**

1. You create a power-packed, 50-page eBook.
2. You outsource its creation, paying \$500 for the privilege (not the lowest price, but by no means the highest). Or you create it yourself and spend two months of your precious (non-earning) time in the process. (Let's not even mention graphics creation!)
3. Your webinar hosting provider allows you twenty seats per webinar before soaking you for extra costs per seat. You don't know if it will fly, so you decide to stick with your twenty-seat limit.
4. You fix a price of \$67.00 on your eBook (and since you're still relatively new, that seems like a high-ticket price to charge, making you a little nervous)
5. You plan a webinar based on your eBook topic; promote it; and send out invitations to your list of 107 people, warning them that only the first twenty registrants will get a seat
6. It takes you approximately eight weeks to plan, set up, promote and market your webinar (besides setting in place all your follow up strategies)
7. Twenty people register. You are ecstatic!
8. You faithfully and diligently send out reminders
9. Five people actually "show up" in your virtual conference room for the actual webinar on the actual day
10. Two of these buy your eBook.

Congratulations. You've made exactly \$134.00 for eight weeks' work (before expenses, that is... and minus the \$500 for your outsourced eBook.)

Kind of discouraging, isn't it? Yet it's a scenario newer webinar presenters run into all the time.

### **Analyzing/Re-visiting Your Webinar Business Model**

*There's nothing wrong with selling your eBook.* Having your own product is a vital part of becoming a successful online entrepreneur, and eBooks and Special Reports are great to use as upsells or downsells.

But using that single, lone eBook as the main focus of your webinar has you unwittingly leaving a heck of a lot of moolah on your table!

Here's a better model...

1. Create your eBook. Or better yet, take the eBook you already lost money creating.
2. Break it down into twelve sections and **create step-by-step lessons** from its pages
3. Create an interactive webinar where you literally walk attendees through every process you're talking about in your book, providing them with coaching (i.e. the chance to ask questions and get answers, during the webinar)
4. Offer it as a high-value coaching program with a recurring monthly or weekly fee

In this second model, you analyzed weak spots and high points from your first unsuccessful webinar (the one where you sold two copies of your eBook). You used your feedback analysis and tracking to tighten up your message, sales material and promotional focus.

You ensure you are targeting an even tighter audience (and ascertained that they are actually willing to pay for the information you're presenting).

Congratulations! You have re-purposed that eBook and presented it as a higher-ticket coaching program or interactive tutorial series! You hook in eight students, each paying \$27 per month for twelve weeks on top of your \$67 price for the book (yes, you did allow a credit back to the students who had already bought the book during the first webinar.

That brings you in \$947.00 in steady revenue... leaving you customers ready for your even higher-ticket one-on-one coaching.

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As you can see, our modest but realistic "newbie" scenario involves making far less than the six figures various tired old gurus keep promising. But almost \$1000 sounds a lot better than \$134, don't you think? Just by changing your focus!

Next time, you'll hone this webinar model even more expertly. You'll target better. You're constantly building your subscriber base and narrowing your market down to customers who want to pay.

And there are even more time-saving, money-making teaching tricks you can do, to keep your costs down even more...

### **Creating Courses from PLR or Master Resale Rights Content**

Instead of re-inventing the wheel, busting your budget on ghostwriters or straining your brain for two months in content creation, simply create your course or coaching program from PLR (private label rights) material or Master Resale Rights content.

The beauty of this strategy? You purchase your content in one click, spend a minimal amount of time breaking it down into ready-to-go lessons and focus the rest of your efforts in creating a superior coaching or teaching webinar series!

If this is your second teaching webinar or webinar series (after creating content from scratch) you're in an even better spot: This time, your reputation has started to build thanks to previous happy students (and testimonials).

You've streamlined your process. You make three times the amount you did with your first coaching webinar series.

You begin to look for ways to maximize your webinar teaching profits even more...

### **Repurpose Content!**

Another great way to create teaching webinars quickly and inexpensively -- **repurpose your own old, already-created content**.

Did people buy your eBook, then ask you questions about the same few areas? If so, that's a big clue you've inadvertently created a teaching opportunity!

- Break your eBook down into teaching modules
- Add or incorporate new developments in that field or method since you first wrote the eBook
- Pay particular attention to addressing or demonstrating the problem areas people questioned you about

And you've got a winning product.

## **How to Teach by Using Webinars**

This gives you a picture which leaves you saying either: "Hey, I could do that..." or "Hmph. I could do that even better!"

Whichever version resonates with you, it means it's more than time for you to take advantage of this particular webinar model.

So let's go back over the webinar teaching/coaching model, and break down, step-by-step, exactly what makes the difference between no profit and profit...

## **What to Teach, Using Webinars**

The truth is there are types of content more powerfully suited to being taught interactively than others.

Here's a look at a few that ***automatically generate a higher rate of success***

- Refresher courses
- How to quickly master new changes in a system
- How to quickly master new features in software upgrades or media platforms
- How to master difficult technical or mechanical challenges
- How to refine skills to an even greater level

In addition, keep in mind that webinars are ideally suited for **kinaesthetic learners** (meaning people who need to perform an action "hands on" before they can learn it).

Let's take an even closer look at these suggestions...

### **1. Refresher Courses**

A refresher course is a great way to boost your message that you are the go-to person in your niche. It doesn't matter whether you taught the original subject or someone else did: What you are doing is helping niche members stay on top of latest developments, or take advantage of nifty features they may have missed, when struggling through the original subject material the first time.

Here's a secret: It's that one tiny "trick" or tweak you can show them that makes people truly feel as if they've mastered applications like Adobe Photoshop.

And that's the sort of gem you can offer with Refresher courses.

You can also take material people have been using in a mediocre manner, and turn them into experts by **demystifying the mediocre**. Do this, and you'll gain far more importance and weight with that niche than the application or product's original creator. And you'll reap even more profit, because the product (for you) is already made -- you didn't have to invest time and money in its creation.

(Just make sure you're not violating any legal rights, of course.)

TIP: Consider approaching the product's creator and create a JV opportunity, so he can endorse and help you promote your new teaching webinar -- showing him, of course, how this will cement reputation and increase profits for both of you.

If a subject is general (such as "marketing") you can give it your own, unique twist. **Narrow the focus down** and show your attendees one simple trick that delivers on your refresher-course promise.

For example, if you promised to show them twenty-seven tricks to understanding any graphics software package, make sure those tricks are not only powerful, **but easy to remember** and **put into habitual use**.

Make sure at least five of those twenty-seven tricks:

- significantly increase user confidence
- significantly increase user enjoyment
- make the product/software/app feel even more valuable

It's important to remember that when you are offering a refresher course, **you are helping people to "own" the subject** they are investing in -- the one they're so committed to mastering. For example:

- If your attendee is a painter, you are helping him "own" color
- If your attendee is an equestrian, you are helping him "own" mastering the half-pass
- If your attendee is a fisherman, you are helping him "own" casting with a fly rod
- If your attendee is a graphic designer, you are helping him "own" layer handling and transparency

The real trick to helping students succeed spectacularly is to zero in on mastering or refining **one single task**. (Besides, leaving the other four tasks your attendee wants you to tackle allows you to create four more quick, simple, refresher webinars.)

## **2. How to Quickly Master New Changes in a System**

Technically, this could easily come under the heading of "refresher course"... except that when you show someone how to master a new development or change in a long-established system, a good strategy is to offer this for free.

Helping people overcome frustration can never be underestimated as an investment. Do that and you instantly:

- Become their hero
- Gain their trust
- Supplement your credibility and authority
- Inspire loyalty
- Create a viral product capable of sending you new subscribers

Offering this handy, quick service for free via webinar is a better strategy than creating a quick video: Its interactive quality makes people feel as if they are being coached or mentored by you. They became part of a special "inner circle" that joined you as you shared a secret their competitors are still vainly struggling with.

True, you didn't actually make any money... this time. But when you offer your brand new webinar coaching course, the people you've helped will often be right there, eagerly waiting at the head of the line (and telling everyone else how great a teacher you are.)

## **3. How to Master New Features in Software Upgrades or Media Platforms**

Should you charge for showing people how to master new software upgrade changes?

- If the product or software in question is yours... no.
- If you're hoping to sell your subscribers a related product... no
- If the software upgrade can be demonstrated in less than ten minutes... no
- If the software upgrade can be covered in one full hour-long lesson or more... definitely yes!

## **4. How to Master Difficult Technical or Mechanical Challenges**

Another service that can create tremendous gratitude and good will: Showing people how to master difficult techniques. These can be "low tech" or "high tech" challenges.

For example, showing people the correct way to filet a fish would be low tech. Showing people how to diagnose transistor capacitor short circuits belongs to the high tech range.

Whether or not to charge is strictly a question of:

- Your own experience and judgment with the market
- What your market will pay for

Again, you need to determine your goal clearly up front. Are you more interested in generating leads? Creating goodwill? Fostering reliance on your expertise?

And are they ready to pay for it?

## **5. How to Refine Skills to an Even Greater Degree**

This one area is where you can make the most money, when teaching by webinar. Why?

Well, people who already possess skills but who want to refine and fine tune them are the **real, core, die-hard enthusiasts** in that field. They are committed.

They will **go the extra distance to** learn. They expect to pay more for gaining exclusive knowledge that sets them ahead of their peers.

And they have most likely already shelled out serious money on their hobby or interest. Their perceived value of your offering is more along the lines of seeking coaching, rather than teaching. And specialized coaching commands bigger bucks.

If you are a true expert in any one method, skill or field, creating teaching or coaching webinars in every aspect of that method, skill or field should be a regular part of your sales funnel and marketing mix.

## **Secrets of Teaching Successfully**

There's a difference between learning how to use something... and how to master it. If a product is your own in the first place, it ought to become much easier to:

- Persuade people you are the person to teach its intricacies
- Work with it as a coach or teacher

Nevertheless, the true success in teaching by webinar has nothing to do with how well you know your subject, or how comfortable you are with the webinar format. It has more to do with:

- How completely you capture your attendees' interest
- How well you focus on your attendee's needs and goals
- How well you teach

Combine interesting, dynamic delivery with clarity and simplicity, and your reputation for teaching will quickly overshadow the actual subject.

Here are six proven tips for maximizing your reputation as a teacher or coach:

1. **Present teaching webinars with regularity.** Whatever time interval you decide upon, stick to it. People should be able to look forward to your next webinar without even wondering if you're going to be doing one.
2. **Brand your teaching series so that it becomes habitual for people to expect more offerings.** Not just with your logo, but with the format you announce and promote new webinars, too. Even the colors of your sales pages should trigger happy feelings, when your email links send them to new webinar sales pages.
3. **Expect to create a buzz.** The great part about presenting regular teaching webinars at intervals, rather than creating one mondo teaching project for sale, lies in the buzz it will create, with momentum growing at each new teaching series. With this in mind, don't just focus on your content: Utilize every tip and trick at your command to encourage your offerings to go viral.
4. **Use video messages to give people a sampling of your instruction or coaching methods.** Videos are like mini-webinar samples. Demonstrate one small but crucial point in your field. Post it on YouTube or TubeMogul and drive traffic to it from your blog, forums and social networks.
5. **Use strong headlines and calls to action.** Yes, especially in your viral videos!
6. **Use your webinar tools to enhance your message.** Take into account your audience's preferred learning methods. Remember, within your webinar you can use:
  - Whiteboards
  - Slide presentations

- Video demonstration
- Video interaction, face to face
- Audio
- Desktop sharing
- Q and A sessions or interactivity

It's not enough just to create interest, however. Now it's time to deliver!

### **How to Vault Your Teaching to the Next Level**

If you're nervous about teaching, think of it more as "sharing". Allow yourself to become excited about helping your attendees.

And use these twelve tips to ensure that your delivery packs a punch they'll enjoy and remember...

1. **Dive right in.** Tell them exactly what they're going to learn and why it's going to change their life. Be clear about this, offering them a glimpse of a learning structure they can relate to and count on.
2. **Engage emotions.** If you can connect on a personal, emotional level, you've tapped into the biggest secret source of fan loyalty.
3. **Use surveys** to find out what their biggest problems are in your field. Listen to their complaints. Fill those gaps. This might seem basic, but you'd be surprised how many people put together online teaching programs based on what they feel comfortable teaching rather than what people are asking for at the present moment.
4. **Interact.** Experience in teaching by webinar has proven solidly across the board that people connect much better on every level -- emotionally, engagement-wise, trust-wise -- if they are given a chance to participate in real-time, rather than passively receiving instruction.
5. **Allow questions during your "class".** If you're a beginning webinar coach or the subject easily warrants it, you can ask that all questions be reserved for the Q and A period following the class -- but studies seem to consistently prove that people engage and learn more confidently when they are allowed to interact in real-time, as instruction is unfolding. (TIP: Use the "hand-raising" function of your webinar to give structure to these interruptions.)
6. **Use structure.** Human beings naturally love repetition. By creating a structure and using it as a skeleton or framework every time in the same way,

you will psychologically create habits and show them what they can expect. People aren't bored by structure -- studies show they actually prefer it.

7. **Use your actual content, delivery and reward system to "keep it fresh".** These are the aspects of your teaching that allow you your greatest creativity and connection. Your delivery framework, on the other hand, provides the anchor keeping everything grounded and familiar. Combine tips six and seven, and you'll have invented a winning system!
8. **Don't make assumptions.** Nothing loses an attendee quicker than leaving them in the cold, wondering what a term you just used means. Clarify everything. Have slides pop up providing simple definitions of technical terms, or ask your attendees if they are clear about a procedure or term before proceeding.
9. **Teach with passion -- but don't outpace your students!** There's a fine line between sweeping the class forward with you and leaving them behind. Think back to trying to follow along behind some expert teacher or coach: At first you were enthusiastic, but when they raced ahead without giving you time to assimilate information, or threw you off with some technical term, you soon got left behind... and disengaged. The trick to avoid doing this to your students lies in observing Number Six, above -- and in the next tip.
10. **Don't show off your knowledge.** They have already accepted you as the expert. Instead, enable them to do it themselves. Your attitude should be "you can do it -- it's easy!" Encourage them to complete steps right there within the webinar. Remember, it's not about how good you are, but about how good they can be -- immediately!
11. **Question your students before your webinar.** Ask questions about their needs before they register, after they register and immediately before your presentation begins in real-time. (Use the question function in your webinar service's login procedure for the latter.)
12. **Research their biggest reward.** It's also not enough to assume that learning how to do something is their only goal in signing up. What reward are they looking for? Do they want a certificate? Are they only going to sign up for something if it counts towards college accreditation? Will their reward be an increase in status among their peers? The emotional reward of mastering a challenge? Advancing themselves towards a goal? Tap into their reward and your presentations will really resonate with your students!

## **Conclusion:**

By the time you get to the teaching arena, you should be thoroughly familiar with all aspects of webinar creation -- structure, scheduling, features your webinar hosting service provides, limits and parameters, your attendees' needs, wants, likes and dislikes. Put it all

together and provide a teaching or coaching program that brings in steady, recurring income.

**Maximize every opportunity.**

- Provide free "refreshers" to create loyalty and keep them engaged
- Provide ahead-of-the-wave "booster shots" to help them learn new features or adapt to confusing changes
- Offer regular new modules of content, to help expand their knowledge -- and your profits
- **Use upselling** right within these free refreshers, booster shots and new modules of content to position your higher-ticket coaching, such as "master classes" or smaller, more interactive group teaching.
- Offer "master classes" for your die hard devotees. (Limit attendance, because you'll want to make these completely interactive -- and raise your fees!
- Offer a range of low and high ticket teaching and coaching webinars. Modules such as refreshers, booster shots and upgrades can provide quick, low ticket cash profits, whereas smaller interactive groups and master classes should command a higher ticket price
- Set your prices by what your attendees are willing to pay -- not by your credentials or teaching experience. **Research other teaching webinars in your niche** to begin getting an idea of existing ballpark prices. Remember that it only takes one successful lead generation webinar to convince attendees **you** are their best teacher.

Do everything right -- and you should enjoy teaching by webinar as much as your students enjoy your classes.

And that can be the biggest reward of all (even while you're enjoying your well-deserved profits!)

And that wraps up the video series on using webinars in your online business. Make sure you refer to the checklists to help you work your way through doing your own webinars.