

# Monetize Your Webinar Step-by- Step Tutorial



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## Why Webinars?

Webinars are one of the best online communication platforms invented. They convey a sense of immediacy and involvement, allow people to see and hear you as if you were in the same room as them, and they create a high degree of emotional and intellectual focused engagement. And best of all, for our purposes, they can be monetized.

Use this handy template to fast-track you on your way to monetizing your webinar

## Step One: Find Out What They Want – and How They Want It

Before you do anything else, stop and consider whether or not a webinar is the best way to present the information you want to present. What is your target market's learning style? Do they share the same learning style? Do you need to make a personality-based connection, to help them to get to "know" you? Is something best demonstrated hands-on? Are you showcasing your coaching skills?

It's important to ask yourself questions like these before settling on a webinar as your best medium for communication.

Once you've determined that it is indeed your best option, don't just rush into creating it. Find out if your idea is viable – or if there's a better webinar topic your target market is longing to learn more about.

There are many ways to test the waters, in addition to seeing what's trending on markets like Amazon or in supermarket magazine racks:

- See what social media posts get the most comments and interaction
- See what Facebook or LinkedIn groups are current and active
- See which blog, forum and membership site posts get the most comments
- Run [surveys](#), as well as forum, Facebook and Smartphone [polls](#)

Take special notice of complaints – these often provide spot-on clues for product or webinar topics. Complaints point to a gaping hole or need in any market.

But once you've got your topic, don't stop there...

## Step Two: Make the Most of Your Opportunities With Planning

If you really want to monetize your webinar, you need to sit down and do some careful planning before rushing into product creation. Make sure you're missing no opportunity to monetize.

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That means, if you've decided to include transcriptions, make a note to find and hire a transcriptionist. If you've decided you need someone to run the technical end and make sure it's being recorded, start looking for either a webinar-hosting company that offers that type of extra service or a virtual assistant (VA) who specializes.

Plan your entire sales funnel: Not just your webinar.

Also plan what type of webinar would work best for your audience. One where you appear and demonstrate something in person? Just your voice and a power point presentation? An expert guest? A panel of experts? A webinar "summit" held over at least three days with expert guests?

Another point you have to decide on: What type of webinar are you going to have?

## Step Three: Webinar Types, Choices and Decisions

Here's where people new to webinars typically get stuck: Deciding on what type of webinar to offer and how to monetize it. Usually this is because they are not fully aware of how webinars work – and this goes for two dual areas: The **technology** and the **sales psychology**. So we're going to stop right here for a mini crash course in both. You also have to decide whether or not your webinar will be **paid or free...**

You might think we're not going to discuss free webinars because this guide is all about webinar monetization, but sometimes you can make more money from a free webinar than a paid one.

Here's how:

- Use your free webinar as a complete sample of your services (e.g. a coaching seminar). **Finish with an offer for a coaching package or high-end eBook**
- Use your free webinar to present Part One of a six-part, high end course. (Make sure there is enough meat and completeness in your Part One sample for participants to take away something valuable and complete they can immediately implement.) **Then offer your paid course.**
- Use your free webinar to **educate your target market** about something they don't know they need yet – but will be thrilled to discover

Another area is knowing how much to charge. This depends on your webinar's **perceived value** to the average target customer, as well as what type of webinar you are presenting and what is included. **Study your competitors** to get an idea of the general ballpark.

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**Using a JV partner** – particularly if you are moving slightly out of a niche and into theirs – is a great way to find new subscribers, make sales and increase perceived value. If you are an affiliate marketer, you can create a free webinar to promote your JV partner, the expert whose product you have signed up to promote. Showing your subscribers how valuable her product is almost always works better than telling them in a static blog post – particularly if it's a high end product.

By now you may be getting the idea that high end products are best promoted with webinars, and you would be right! But you can use webinars to promote low-end products too, particularly if you're just starting out. Just make sure you've really explored whether or not a webinar is the best way to go (or if you'd be better presenting your \$7 offer through WSO, if you're an active member of the Warrior Forum; or through another closed forum you belong to. Or even via ClickBank, or creating a Kindle eBook. Or throwing a free Google Hangout instead.)

Remember you are going to have some expenses connected with webinar production. Your costs can range from virtually free, if you use a free service and do everything yourself, to three or four hundred dollars, if you're using a top-end webinar hosting company and hiring transcriptions, a VA, lighting people and the like.

There are a number of ways to run your webinar. Choose the version that feels most comfortable to you.

- **Single Presenter** – non-interactive webinar
- **Single Presenter** – interactive webinar
- **Interviews** – Presenter and expert guest
- **Summit** – Presenter and multiple guest round table; presenter and individual expert guest webinars

You can also use any of these webinar types to:

- **Promote a product you are an affiliate for** (have the creator as your special guest)
- **Teach a “how to” lesson**
- **Present ground-breaking niche information**
- **Give a sample** of a webinar course or coaching
- **Promote your own product or book**

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- **Add as a resource** to your membership site
- **Give as a bonus** for sign-up or product purchase
- **Offer as a bonus to a JV partner**
- **Present a series** in a niche topic

In addition, you can make any of these webinars:

- Public, free for all
- Public, paid
- By invitation only
- Closed for a private membership site or Facebook group
- For your subscribers only (as a bonus or special offer)

You can pre-record webinars and have them available on demand (paid or unpaid) after you have promoted the initial free or paid release.

Knowing not only that you have multiple options, but also gaining a good idea of what these options are can help you decide how best to fit webinars into your business – and how best to monetize them in a way that will have your target clients or customers eager to pay.

### Step Four: Enlist Your Team

Brainstorming this far should have you with some idea of what you're going to present to whom; and how you're going to monetize it. It should also help you figure out whether or not you need expert help.

Make no mistake – sometimes getting the right help with your webinar can lead to much greater monetization, reputation building and reach!

Your help could include lining up and booking:

- A VA who specializes in Webinar set up to help with organizing and tech set up and handling

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- A video camera operator (if you're not using a webcam)
- A transcriptionist, if you plan to provide transcripts of your webinar quickly to attendees (Tip: The "quickly" is always a good idea, while your webinar is fresh in their minds).
- A lighting technician (if you're producing a high-ticket webinar) with outdoor locations or live guests
- A copywriter – to come up with a script and/or handouts and bonus reports
- A publicist, if you want someone else to take over promotion
- Webinar hosting company staff to do any or all of the above, if your hosting company has assistance available

Even if you have the budget to hire all the help you need, you will need to weigh your ROI<sup>1</sup> against expenses, before deciding whether or not to hire help. Yet using the right outsourcing contractors or assistants for the right tasks is a vital part of webinar creation, if you are planning to present them regularly or as part of other offerings (e.g. your membership site).

Creating the right team is one of the things that separates top marketers from barely-successful ones. The more smoothly your webinars run, the more successfully you'll be able to reap a return on your investment.

You can offer a much higher-value paid webinar or membership site with the right team. It can mean the difference between being perceived as a stumbling amateur or a consummate professional.

### What to Look For in Your Team

Webinars are best run with a minimum of two people – the presenter (who will have their minds and hands full with presenting the webinar) and an assistant, who can take care of behind-the-scenes details, making sure the webinar is being recorded, taking transcription (in some cases), alerting the presenter to the best questions, giving time reminders to the presenter and tweeting reminders to the general public or subscribers about the webinar before and while it's in progress.

An assistant trained in webinar production can save the life of a webinar newbie by alerting her to vital steps not yet taken, helping avert technical problems or alerting her to opportunities about to be missed. An assistant who is an expert in using the webinar hosting service you have just signed up with is worth her weight in gold.

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<sup>1</sup> Return on investment

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Decide in advance:

- Exactly what you want your assistant to do (be detailed, down to the last small task)
- How much you can pay

Check references. Look at examples of other webinars she has helped run, if these are available. Create and present a detailed job description to make sure her skills are aligned with your needs. And include a confidentiality agreement, if needed.

The precise combination of team members will be up to you – but make sure they leave you free to focus on presenting your webinar and that their skills save you valuable time and add value to your webinar.

## Step Five: Demystifying the Technical Stuff

When diving into the technical end of things, it helps to quickly get yourself up to speed on some of the terminology and technology.

Basics you need to have:

- **A quality webinar hosting service such as [GoToWebinar](#).**

(Free platforms: [AnyMeeting](#), [Meetingburner](#) and [FreeScreenSharing.com](#)<sup>2</sup>. But be aware there may be advertising presented with free services.)



- **A headset and microphone.** Use one specifically made for speaking, such as the Logitech Clearchat USB headset (\$39.99 at current writing).

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<sup>2</sup> Produced by FreeConferenceCall.com



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- **A webcam**, if you are planning on speaking live. (You can also feature Power Point presentations or screen sharing, if you are planning to demonstrate online set up or use of any software or app.)
- **Power Point**, if you are planning to feature [slides](#).

**TIP:** Use a USB headset and microphone even if your PC has a built-in. Most webinar hosting services do not recommend built-ins: Says GoToWebinar, “we have not had good results [with built-ins].”

- **The difference between a webcast and a webinar** – A webcast is pre-recorded, with no interactivity; a webinar is interactive and allows you to speak to guest experts as well as attendees. (A webinar can be sold either live or recorded, but *at the time it was first broadcast*, it was originally live and interactive.)
- **The definition of a “bridge line”** – and that’s simply a telephone line that allows three or more callers simultaneously on a call. (Webinar hosting services provide these.)

Whichever webinar hosting service you intend to use, first check out carefully what they do – and do not – provide.

Examples:

- Limit to number of attendees before you pay extra (25? 100? 1000? More?)
- Automatic recording of webinar
- Storage of webinar for future access
- The option to monetize your webinar from within their service

Again, check out all services carefully before signing up. Take advantage of free trials.

### Step Six: Promoting Your Webinar and Extending Your Reach

One of the most important steps in monetizing your webinar? Reaching your target market! You can create the best webinar in the world, but if no one knows about it, you won’t make much money, let alone profit.

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That's why you might want to hire a marketing consultant or VA who specializes in promotion, if it's fairly new to you. But you can definitely save some money and do it yourself.

In addition to using all the standard ways to promote your webinar, make sure you institute these three currently trending steps to making sure your webinar gets maximum reach...

1. **Create a hashtag** – Ask your friends and subscribers to spread the word using your hashtag. Create a Twitter Party around your webinar – especially if it's for a membership site.
2. **Tweet your webinar** – Especially the day it's occurring. Encourage people to submit questions. Tweet right up to – and during – the event. (Ask your attendees to help you do this too.)
3. **Create a Facebook Page Cover Photo and App** – Create a custom App for your Webinar (i.e. tab). You can hire an app designer... or you can easily create one yourself with [Heyo](#) (formerly Lujure).

When people click on a custom app tab, the result can be like a mini-page on your Facebook page. You can get them to take any action you want – including sign up for a webinar.

Here is how gardening guru Mark Cullen uses a custom App on his Facebook Page. Note that the “sign-up page” *still appears within Facebook* – it does not take you to an external website.

(In your case, your webinar sign-up page would appear when people clicked your “Check out Webinar” tab.)

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Note that Facebook has also lifted some Cover Photo restrictions. While you still can't use overt calls-to-action, you can create a Cover Photo specifically to promote your webinar by having a relevant webinar graphic and the name of your event with the month and year displayed.

## Step Seven: Create Your Autoresponder Messages

Be sure to have a series of Autoresponder messages ready and uploaded for those who sign up for your webinar – and those who buy the product or service you're promoting.

If you are uncertain how to create them, either contract a VA or copywriter who specializes in Autoresponder series-writing or use a PLR package.

Be sure your webinar is part of your overall marketing plan, and do put at least as much planning into your webinar follow-up and follow-up offers as you do into generating sign ups.

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## Step Eight: Ten Ways to Make Sure Your Content is Organized, Focused, Dynamic and Exciting

And, of course, you need to make sure the webinar itself packs a real knock-out punch. Planning is – again – the key.

1. **Create a script.** It doesn't have to be one you read word-for-word. In fact, that's not usually a good idea: It can make people sound wooden and artificial.

Your script can be as simple as a series of index cards with points you want to cover; or a list of vital questions you need to ask a guest. (Many people find a loose outline works best, with notes and prompts included.)

2. **Warm up your audience.** Chat to them – or to your special guest – for several minutes before the meat of the presentation begins. Let them know where you are now – not just a list of credentials but speaking of achievements or your place in life identifying with goals they can aspire to. Tell them your story, focusing on challenges they can identify with.
3. **Set down the guidelines.** Explain to them after the warm-up what they can expect over the next XX minutes; how – and when – to mute and unmute; whether or not there will be a question-and-answer period; how to submit questions, if they haven't already done so; when to question (do you welcome interruptions or would you prefer your audience to keep all questions till the end?)

Also be sure to let them know whether or not there will be a recording; when it will be available after the webinar (and for how long); whether or not they will be able to purchase the recording (or access to it) after the free grace period for accessing the recording is over.

4. **Be real.** Make sure you are in sync with your audience's goals and needs. Present honest solutions. Really be there for them, one-hundred-and-ten per cent.
5. **Show, don't tell.** You're making use of a visual media, so make the most of it!
6. **Include a presentation.** A webinar should never consist just of your face staring at the camera for sixty minutes. Screen-share a demonstration or document. Augment what you're saying with slides summarizing this in point form.
7. **Give at least one holy-cow strategy or resource tip they can use** to increase their quality of life. Let them in on "secret" resources or methods. Give them something easy to implement that will work right now. Give them a piece of the puzzle you know they are missing – the more important and valuable, the better!

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If you are selling a high end product, this is especially important, since you want them to know without doubt that you are the real deal and you do have high-value solutions for them.

8. **Finish with a call-to-action!** Don't just spring this on them – warm them up too by hinting you have something amazing in store for them and presenting the benefits before you present the actual offer.
9. **Stress the exclusivity of your offer.** Let them know it is only available at a discounted price (if you are doing that – and it's a proven, sound strategy) for XX hours or days after the webinar. Consider sweetening the pot with an extra bonus only for those who purchase during the webinar.
10. **Again, follow up after the webinar** – especially with purchasers. You've spent a good chunk of their time building a warm, trusting connection with each audience member: Now use it to further cement this budding relationship!

Taking care of your attendees helps create loyal, repeat fans and purchasers. Those are the ones who will not only keep buying from you in future, but enthusiastically promote you too – helping you monetize all your webinars to come!

Don't ever think that making sure the technical details run smoothly and giving the best content value you can offer isn't part of webinar monetization. Without these two key elements, you won't generate the word of mouth viral promotion or repeat sales so necessary for long-term webinar – and sales – success!

### Step 8: Making the Most of Monetization Opportunities

Don't stop at selling your initial webinar access. Re-purpose your webinars and sell them again in other formats!

- Turn one or more webinars into an eBook
- Create a course out of your webinar, incorporating material inspired by the questions you received
- Use webinar questions as topics for future blog posts to increase engagement
- Sell a webinar series with accompanying materials as a complete package
- Sell the recording
- Increase the dollar value, as well as the perceived value of your webinar by including slides and a transcript

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- Increase the dollar value of membership sites by including webinars – and replay access – as a valuable resource

Think about re-purposing when you first start planning your webinar and you'll do a much better, more organized job of making sure this extra monetization integrates smoothly with your overall webinar impression.

## Things You Need to Know

You're almost there, but there are a few more small details it helps to know, if you're new to creating webinars...

1. **Seeding Your Webinar** – If this is your very first webinar, you may wish to seed it with pre-arranged attendees. Recruit at least three or four of your peers to listen in on your webinar and ask questions.

It's important to get the ball rolling with questions. If you do that, others will be inspired to follow suit.

2. **Your Landing Page** – Even if you're using a Facebook Custom App for sign up, create a powerful landing page for people who arrive on your "doorstep" by other means.
3. **Have a Follow Up Plan** – Don't just abandon your attendees when the webinar is over. Invite them to join an exclusive Facebook Group (another currently red-blistering-hot trend that is just taking off).

Send them a six or seven-day mini course.

Present them with another offer, if you have one they would really find helpful.

Send them your newsletter and let them know how they can access earlier ones, if you have them archived on your site.

In particular, creating a Facebook Group is a really powerful strategy with many benefits:

- It's currently the only Facebook mode that guarantees every member will be presented with every post
- A good group will become self-maintaining: Other members love to answer questions, saving you time. (Do check in at least once or twice a day, however!)
- You can glean powerful ideas for future products and webinars; see what your market needs; see what generates the hottest discussion; see what your members struggle with; ask them to promote future webinars or offerings;

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create enthusiastic, dedicated fans who can really help word about your services (and webinars) go viral.

Remember there is only one reason people sign up for webinars: They are looking for solutions that will help improve their lives.

## A Final Word on Webinar Monetization

Make sure you present the best solution in the best way. Make sure it's the best solution for them *at this time*. Align yourself, your webinar and your offers to their lifestyles, challenges and budgets.

Show them the value in your offer – how it can:

- Save them money in the long run
- Make them money in the short run
- Improve the quality of their lives

Remember to tailor your monetization solution to your audience. Put real thought into how best to monetize your webinar: Free webinar, paid offer? Paid webinar teaching a complete topic straight away? A paid series with a sample introductory, free webinar? A paid webinar series without one? Free promotion for your book? The first in a series? Webinars as your main money-maker... or webinars as a promotional tool?

Webinars are powerful and, above all, flexible. There is no one, set monetization formula that works for everyone – but there will be a formula that works, uniquely and specifically, for you and your target market.

Get out there and do it. Test and tweak. Ask for feedback. Build a community – and nurture it.

Finally, show your audience how you can save them time by investing in your webinar – and your solutions – and you'll be well on the way to webinar monetization success.