



Easy Webinars

A Step by Step Template for Success





Easy Webinars

Economical ~ Accessible ~ Scale-able ~ Yield



Step 1: What Do They Want

- What is your target market's learning style?
- Do they need to 'get to know you'?
- Are you demonstrating something?
- Are you showcasing your coaching skills?
- What topics are popular?
- Run surveys or polls
- Take note of complaints



Step 2: Planning a Webinar

- How will you monetize?
 - Transcripts – hire a transcriptionist
 - Recordings – check that your webinar host offers this option
- Plan your entire sales funnel!
- Formats
 - Will you demonstrate something live on camera?
 - Will you use Powerpoint slides?
 - Will you host a 3-day event with guest speakers?



Step 3: Webinar Decisions

- Use a free webinar as a sample of your services, then offer a coaching package at the end
- Present Part 1 of a 6-part high-end course for free, then sell the remaining sessions as a paid package
- Use a webinar to educate your audience about something they don't know they need yet



Step 3: Webinar Decisions

- How much to charge
 - What's the perceived value
 - Study your competitors
- Using JV partners
 - Good way to get more subscribers & increase perceived value
 - Create a webinar to promote your JV partner, then sell their product through your affiliate link



Step 3: Webinar Decisions

- If you have a low-end product, is a webinar your best choice?
 - Decide if you're better off hosting a Google Hangout, creating a Kindle eBook, or offering a WSO on the Warrior Forum
- Expenses for holding webinars
 - Webinar room
 - Transcriptionist
 - Virtual assistant
 - Lighting or tech crew (optional)



Step 3: Webinar Decisions

- Different hosting formats
 - Single presenter, interactive or non-interactive
 - Interviews – host & guest
 - Summit – host & multiple guests
- Each of these formats is suitable for:
 - Promoting affiliate products
 - Teach a 'how to' lesson
 - Present ground-breaking niche information
 - Give a sample of your coaching style
 - Promote your own product or book



Step 3: Webinar Decisions

- Create webinars for:
 - The general public (free or paid)
 - By invitation only
 - Closed for private membership site or Facebook group
 - For your subscribers only (a bonus or special offer)
- Pre-record webinars & have then available on-demand



Step 4: Enlist Your Team

- Consider hiring a team
 - Virtual assistant who is familiar with webinar setup & tech issues
 - A video camera operator if you're not using a webcam
 - A transcriptionist
 - A lighting technician (usually for high-end webinars)
 - A copywriter to craft a script or handout bonuses
 - Webinar hosting staff
- Weigh your ROI with expenses before hiring



Step 4: Enlist Your Team

- An experienced team can make your webinar run more smoothly
- Successful marketers have reliable teams
- Teams allow you to turnaround your recordings or transcripts quickly
- A good quality webinar portrays you as a professional instead of an amateur



Step 4: Enlist Your Team

- What to look for in a team
 - The presenter (you)
 - An assistant to handle questions & back end issues during the webinar
- Decide in advance what you want the assistant to do & how much you can pay
- Check references
- Create & present a detailed job description
 - Do her skills match up?



Step 5: Demystifying Tech Stuff

- What you need:
 - Quality webinar hosting company
 - A headset & microphone
 - A webcam
 - Powerpoint slides
- Tip – always use a USB mic instead of built-in microphones...better quality



Step 5: Demystifying Tech Stuff

- What you need to know:
 - Difference between webinar & teleseminar
 - Difference between webcast & webinar
 - The definition of a bridge line
- What features does your webinar hosting company provide?
 - Limited seating
 - Automatic recording
 - Storage of files for future use
 - Option to monetize within their service



Step 6: Promoting a Webinar

- Reach your target market!
 - Hire a marketing consultant or marketing VA
- Create a hashtag
 - Ask friends & subscribers to spread the word
 - Host a Twitter party
- Tweet about your webinar – even while it's occurring
 - Encourage people to ask questions



Step 6: Promoting a Webinar

- Create a Facebook page cover photo & app
 - This custom app (or tab) can bring people to a webinar sign up page
 - Hire an app designer or use Heyo.com
 - This sign up page is still within Facebook
 - Facebook has lifted some of its restrictions regarding cover photos





Tab takes people to...

...Sign-up "page"



Step 7: Autoresponders

- Create autoresponder messages for those who sign up for your webinar
 - Create a separate series for those who purchase your product
- You can hire a VA or copywriter to write these or use a PLR package
- Put as much thought into your webinar follow up as you do in the webinar sign up



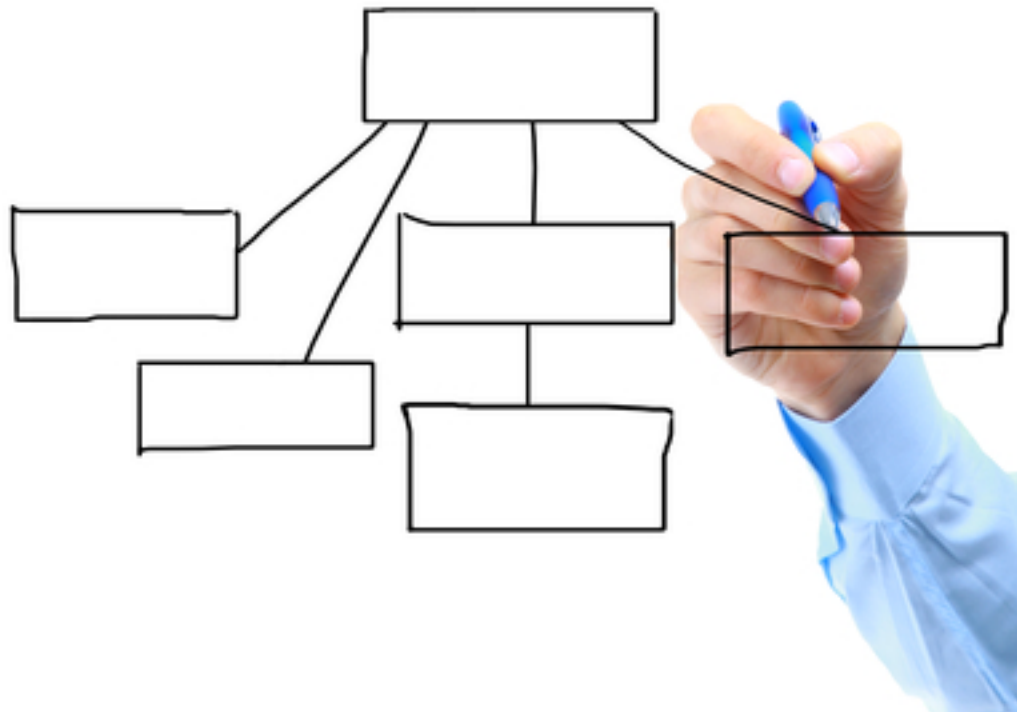
Step 8: Staying Organized

1. Create a script
2. Warm up your audience
3. Set down the guidelines
4. Be real
5. Show, don't tell
6. Include a presentation
7. Give at least 1 secret strategy or tip they can use



Step 8: Staying Organized

- 8. Finish with a call to action
- 9. Stress the exclusivity of the offer
- 10. Follow up after the webinar



Step 9: Monetization

- Turn your webinar into an eBook
- Create a course
- Use webinar questions for future blog posts
- Sell a webinar series
- Sell the recordings
- Include slides & a transcript
- Include webinar replays in membership sites



Things You Need To Know

- Seed the audience with hand-picked attendees (especially if you're new)
- Create a powerful landing page in addition to a Facebook landing page
- Have a follow up plan
 - Invite attendees to join a private Facebook group
 - Send them a 6- or 7-day mini course
 - Present them with a relevant offer
 - Send them your newsletter with archive links



Private Facebook Groups

- The only guaranteed way members will see each post
- A good group will become self-maintaining
- Visit once or twice a day
- Craft future webinars or products based on group member ideas or questions
- Ask group members to promote future webinars or products



Some Last Thoughts

- Present your best solution in the best way
- Make sure it's the best solution for them at this time
- Show them the value in your offer
- Tailor your monetization solution to your audience
- Test & tweak
- Ask for feedback
- Build a community

