



**WEB MARKETIN<sup>G</sup>**  
The fine art of web marketing

# Win With Webinars

The Step-By-Step Guide On How To Prepare,  
Present, Host and Execute a Successful Webinar

*WebMarketin.com*

Ver. 01

## Checklist

### 1. Set up your webinar tools

<input type="checkbox"/>	<b>Your computer</b> <ul style="list-style-type: none"><li>● Fast</li><li>● Multiple cores</li><li>● Lots of RAM</li><li>● Installed programs for presenting information<ul style="list-style-type: none"><li>○ PowerPoint</li><li>○ Microsoft Office</li><li>○ Keynote</li><li>○ Anything you plan to use at the webinar</li></ul></li></ul>
<input type="checkbox"/>	<b>Your webcam</b> <ul style="list-style-type: none"><li>● HD</li></ul>
<input type="checkbox"/>	<b>Your internet connection</b> <ul style="list-style-type: none"><li>● Wired not Wi-Fi</li></ul>
<input type="checkbox"/>	<b>Your microphone</b> <ul style="list-style-type: none"><li>● High quality (like the Blue Yeti for example)</li><li>● Paired with headphones to prevent feedback</li></ul>
<input type="checkbox"/>	<b>Your platform</b> <ul style="list-style-type: none"><li>● Choose which platform you want to use</li><li>● Choose which tier you want to pay for</li><li>● Get to know your new platform</li></ul>

<input type="checkbox"/>	<b>Miscellaneous Software</b> <ul style="list-style-type: none"> <li>Other software</li> </ul>
--------------------------	--

## 2. Choose your topic

<input type="checkbox"/>	Within the niche that you work in
<input type="checkbox"/>	Something you are an expert on already
<input type="checkbox"/>	Something people are searching for
<input type="checkbox"/>	Something that can be taught via a webinar
<input type="checkbox"/>	Something that you can easily monetize

## 3. Begin promoting your webinar

<input type="checkbox"/>	Set up a page on your website that advertises your webinar <ul style="list-style-type: none"> <li>Make an email sign up form of 2-4 fields</li> </ul>
<input type="checkbox"/>	Begin emailing those on your list, at least 60 days in advance <ul style="list-style-type: none"> <li>Consider multiple campaigns to be started well in advance</li> </ul>
<input type="checkbox"/>	Increase emails as the webinar gets closer <ul style="list-style-type: none"> <li>Most attendees sign up in the last week of registration</li> </ul>
<input type="checkbox"/>	Use other promotion or advertising methods to get the word out <ul style="list-style-type: none"> <li>Forum signatures</li> </ul>

	<ul style="list-style-type: none"> <li>• Email signatures</li> <li>• Banner advertising</li> <li>• Google Adwords</li> </ul>
--	--

#### 4. Prepare your presentation

<input type="checkbox"/>	<b>Write a script</b> <ul style="list-style-type: none"> <li>• 30-45 minutes is the perfect length</li> <li>• Include time for questions too (additional 15-30 minutes)</li> </ul>
<input type="checkbox"/>	<b>Prepare your multimedia for the webinar</b> <ul style="list-style-type: none"> <li>• Slides</li> <li>• Videos</li> <li>• Images</li> <li>• Tutorial steps</li> <li>• Bookmark webpages you'll need to visit</li> </ul>
<input type="checkbox"/>	<b>Practice Your Presentation</b> <ul style="list-style-type: none"> <li>• Record yourself and review</li> <li>• Improve performance each time</li> </ul>

#### 5. Manage questions

<input type="checkbox"/>	<b>Decide how you want to take questions</b> <ul style="list-style-type: none"> <li>• At the beginning</li> <li>• At the end</li> <li>• In the middle</li> <li>• Several times throughout the presentation</li> </ul>
--------------------------	---

<input type="checkbox"/>	<b>Prepare your answers in advance</b> <ul style="list-style-type: none"> <li>• Prepare a few answers to questions you'll probably get</li> <li>• Don't limit yourself – just be prepared</li> </ul>
<input type="checkbox"/>	<b>Check out your platform to determine what your options are</b> <ul style="list-style-type: none"> <li>• Chat room for questions on the application</li> <li>• Social media</li> <li>• Questions sent to mobile device via platform</li> <li>• Questions posted before the presentation begins</li> <li>• Many more options</li> </ul>
<input type="checkbox"/>	<b>Consider getting some help with questions with moderators</b> <ul style="list-style-type: none"> <li>• See the section 7 on getting help</li> </ul>

## 6. Become more engaging

<input type="checkbox"/>	<b>Smile</b>
<input type="checkbox"/>	<b>Record yourself and find out where you need to improve</b>
<input type="checkbox"/>	<b>Gift free gifts with your webinar</b>
<input type="checkbox"/>	<b>Take acting classes to learn better public speaking</b>
<input type="checkbox"/>	<b>Attend other webinars so that you can see how others do it</b>

## 7. Consider getting some help

<input type="checkbox"/>	Consider co-hosting your webinar or getting a guest speaker
<input type="checkbox"/>	<b>Consider hiring (or recruiting) staff</b> <ul style="list-style-type: none"><li>• Moderator – can collect questions and help answer them</li><li>• Social media manager – helps post on social media before and during the webinar</li><li>• Promotion manager – someone whose job it is to get as many attendees as possible</li></ul>

## 8. Monetize your webinar

<input type="checkbox"/>	<b>Decide how you want to monetize</b> <ul style="list-style-type: none"><li>• Charge admission for your webinar</li><li>• Alternative income streams</li></ul>
<input type="checkbox"/>	<b>Publish an eBook and promote it during the webinar</b>
<input type="checkbox"/>	<b>Create a sales page and sell a Clickbank product</b>
<input type="checkbox"/>	<b>Create a sales page and sell your own product</b>
<input type="checkbox"/>	<b>Sell your own product on Clickbank as well</b>
<input type="checkbox"/>	<b>Check out other unique ideas for monetizing your webinar</b>

## 9. Get people to want to return for a future webinar

<input type="checkbox"/>	Give them a gift for coming the next time
<input type="checkbox"/>	Ask them during your webinar if they want to sign up for the next one
<input type="checkbox"/>	Make sure they know how good it will be
<input type="checkbox"/>	Try keeping your topic a secret and offering the first 25 people free admission
<input type="checkbox"/>	<b>Keep your webinars consistent</b> <ul style="list-style-type: none"><li>• 1 per week</li><li>• 2 per month<ul style="list-style-type: none"><li>○ 1 every 60 days</li><li>○ 6 webinars per year</li></ul></li></ul>

## 10. Monetize prior webinars as well

<input type="checkbox"/>	Consider uploading the videos to YouTube and promoting them heavily
<input type="checkbox"/>	<b>Create a huge “course” with all of the past webinars you have done</b> <ul style="list-style-type: none"><li>• List it on Clickbank</li><li>• Make your own sales page</li></ul>