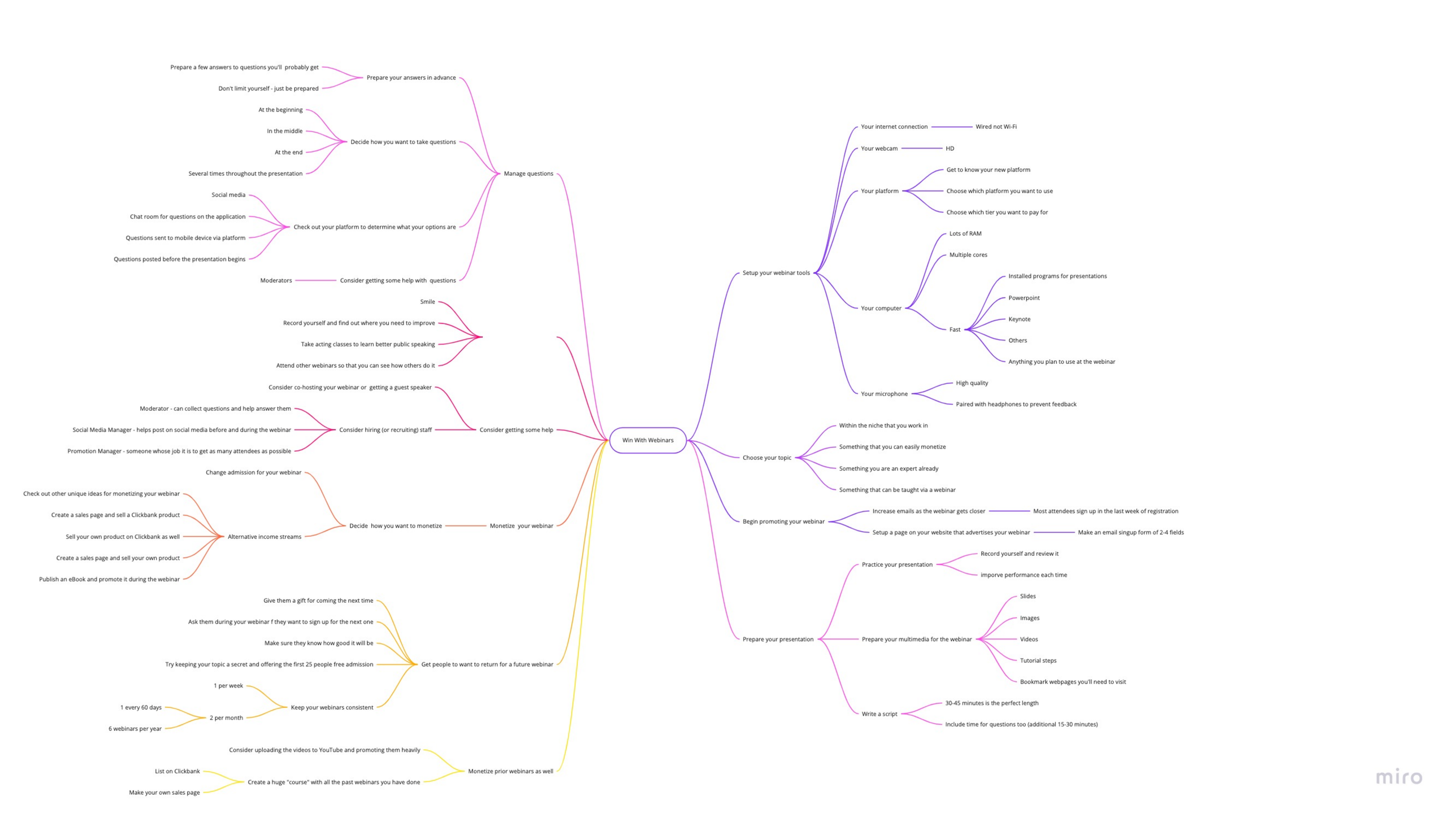
Win With Webinars
Setup your webinar tools
Your internet connection
Wired not Wi-Fi
Your webcam
HD
Your platform
Get to know your new platform
Choose which platform you want to use
Choose which tier you want to pay for
Your computer
Lots of RAM
Multiple cores
Fast
Installed programs for presentations
Powerpoint
Keynote
Others
Anything you plan to use at the webinar
Your microphone
High quality
Paired with headphones to prevent feedback
Choose your topic
Within the niche that you work in
Something that you can easily monetize
Something you are an expert already
Something that can be taught via a webinar
Begin promoting your webinar
Increase emails as the webinar gets closer
Most attendees sign up in the last week of registration
Setup a page on your website that advertises your webinar
Make an email singup form of 2-4 fields
Prepare your presentation
Practice your presentation
Record yourself and review it
imporve performance each time
Prepare your multimedia for the webinar
Slides
Images
Videos
Tutorial steps
Bookmark webpages you'll need to visit
Write a script
30-45 minutes is the perfect length
Include time for questions too (additional 15-30 minutes)
Manage questions
Prepare your answers in advance
Prepare a few answers to questions you'll probably get
Don't limit yourself - just be prepared
Decide how you want to take questions
At the beginning
In the middle
At the end
Several times throughout the presentation
Check out your platform to determine what your options are
Social media
Chat room for questions on the application
Questions sent to mobile device via platform
Questions posted before the presentation begins
Consider getting some help with questions
Moderators
Smile
Record yourself and find out where you need to improve
Take acting classes to learn better public speaking
Attend other webinars so that you can see how others do it
Consider getting some help
Consider co-hosting your webinar or getting a guest speaker
Consider hiring (or recruiting) staff
Moderator - can collect questions and help answer them
Social Media Manager - helps post on social media before and during the webinar
Promotion Manager - someone whose job it is to get as many attendees as possible
Monetize your webinar
Decide how you want to monetize
Change admission for your webinar
Alternative income streams
Check out other unique ideas for monetizing your webinar
Create a sales page and sell a Clickbank product
Sell your own product on Clickbank as well
Create a sales page and sell your own product
Publish an eBook and promote it during the webinar
Get people to want to return for a future webinar
Give them a gift for coming the next time
Ask them during your webinar f they want to sign up for the next one
Make sure they know how good it will be
Try keeping your topic a secret and offering the first 25 people free admission
Keep your webinars consistent
1 per week
2 per month
1 every 60 days
6 webinars per year
Monetize prior webinars as well
Consider uploading the videos to YouTube and promoting them heavily
Create a huge "course" with all the past webinars you have done
List on Clickbank
Make your own sales page

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