

# **RUNNING** **WEBINARS**

## **RUNNING WEBINARS**

How To Run A Successful Webinar



How To Run A Successful Webinar



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## Introduction to Running Successful Webinars

If you have ever attended a live seminar, you pretty much know what a webinar is. Thanks to the worldwide reach of the Internet and the prevalence of computers, smartphones, and tablets, most of the world is online. Webinars take advantage of this fact, allowing you access to a global audience by conducting a seminar-like event online rather than in a physical, real-world environment.

Traditional seminars are limited in scope and get be very expensive. You have to rent a room or presentation facility, and you are limited as to how many prospects you can address. If you want to host multiple seminars, it requires the presence of you and any trainers or presenters involved at every one of those seminars. This means travel and lodging costs if you want to step out of your local environment.

Those expensive and time-consuming restraints don't exist in the virtual world of webinars.

You can record, present and profit from webinars for very little money. If your budget is extremely tight, you can host live and recorded webinars which cost you nothing more than your time and expertise. With free and paid screen capture software, webinar services and live streaming video integrated into popular social media sites like Facebook, Instagram and Twitter, anyone can boost their brand, increase sales and profits, and build their reputation as an expert in their field with webinars.

If you are wondering whether webinars have a place in your business, consider the following webinar benefits.

- You build a list of interested prospects.

- It is possible to create a passive income stream.
- You are looked upon as a leader and authority figure in your field.
- Your prospects are highly engaged, you have direct contact with your target audience.
- Webinars make effective use of your time, allowing a single presentation to reach hundreds, thousands or even millions of prospects.
- Webinars are extremely inexpensive ways to market your business.
- You can host a webinar anytime and anywhere, from your smartphone, tablet or computer.
  
- You can sell your webinar as an information product.
- No matter the size of your business, you can instantly develop a global reach.

Aside from those substantial benefits, webinars help you become more real to your audience. They can hear your voice, and if you choose to show your smiling face, their perception of you as a real person rather than just a website or business is enhanced even further. People buy from people, and webinars show you as a person to your audience.

Webinars give you the ability to connect with your audience in ways that text-based marketing can't.

What you will learn in this report on running a successful webinar is the many different types of webinars you can host and present. Webinars can be live or recorded, one-time or recurring, and you can use webinar services, live video streaming applications or screen capture software to get your message across. You will discover why an intimate understanding of your audience is essential to success, the specific tools you need to

host webinars, as well as how to use a landing page to build your audience.

You will learn no webinar can be successful without effective follow-up and email integration, and you should always host a Q & A session after delivering your content. There are tips you need to know for delivering your sales pitch, as well as effective follow-up procedures that engage your audience and lead to sales long after the webinar is over. This special report reveals all that information and more, and since webinar implementation can be simple and fast, your business can benefit from this engaging marketing tool in no time.

Let's begin your webinar education with perhaps the most important lesson ... the importance of intimately understanding your audience.

**(NOTE:** Webinars can be used for customer service and retention, to train sales staff, to introduce a new product or service to employees, and for other non-sales activities. The how-to aspect of this report will help in all those situations, but the main focus of the overall report is on using a webinar as a sales tool.)

## Knowing Your Audience Is Essential

The success of any marketing campaign depends first and foremost on understanding your audience. Attempting to sell veggie-burgers to diehard meat eaters is not going to work, no matter how good your offer, presentation, and your product are. That is an extreme example which points out the first step to success for running webinars - choosing who will see your presentation, and understanding what they want from your products or services.

If you are selling a weight-loss product, the relentless driving force in the minds of your prospects is not "to lose weight." Yes, your perfect prospects do you want to weigh less than they currently do. However, that is not their core desire. People want to lose weight so they can feel good about themselves, receive compliments from others, finally look good in a bathing suit again, or to improve their health.

Someone may want to lose weight because he or she is tired of being called mean-spirited, hurtful, demeaning names. Women and men may desire to drop 30 or 40 pounds so they can attract a specific type of mate. Whatever the reason or reasons, you will not sell even the greatest weight-loss product in the world if you do not understand the real reasons your prospects are considering your offerings.

You must understand the core beliefs driving the behaviors of your audience.

Never stop asking yourself why someone would choose your product over another. Think about the biggest problems and most nagging questions that trouble the people in your market. Focus on a very narrow, well-defined group of people and not only will your webinar registrations improve when you market to that audience, but you will see your click-through rate (CTR), webinar attendance and sales increase as well. When

you cater and present your weight-loss solution to "over-50 divorced men trying to lose 25 pounds to get back in the dating game" rather than "all overweight men and women," your webinar experience improves dramatically.



## Tools You'll Need

Do you have a smartphone with a pretty good camera? If so, you are ready to host a webinar. That is probably not the way you are going to run most of your webinars, but it illustrates how easy it is to get your message out there with simple video and audio. All the physical tools you need for an effective webinar are a decent camera, good audio capture, and software that records your video/audio.

There are so many choices to make regarding webinar software that we will dedicate the entire next chapter to this selection process. Right now, let's take a look at the things you should keep in mind regarding what type of camera and microphone you will use.

### Choosing a Camera

Before you become concerned that you will have to spend a lot of money on a camera for your webinar, consider this. There are plenty of quality screen capture choices that mean you never have to use a camera. For those who are less than thrilled about showing their face during their webinar, this is a good solution. Screen capture technology is true to its name. Whatever still shots or video you are watching on your computer display will be captured. This means you don't have to use a camera to videotape yourself or your surroundings.

If you decide instead to make webinars, video courses, and possibly a video podcast a regular part of your business, consider the following types of cameras.

- Digital Video Cameras
- DSLR Camera

- **Mirrorless Camera**

DSLR cameras are limited due to USA importing restrictions that only allow you to record for 29 minutes and 59 seconds at a time. DSLRs are better than mirrorless cameras at low light since they use mirrors to reflect light into your eye. Mirrorless models get a digital rather than optical rendition of the scene you will be capturing.

DSLRs are sometimes a lot larger and bulkier than mirrorless cameras, though the lenses you can purchase for each are usually about the same size. For shooting video, mirrorless cameras with 4K quality are quickly becoming the norm, and while video may have its limitations with a DSLR model, the quality you get is still more than acceptable for webinars. DSLRs can be expensive, mirrorless cameras as well.

For budgetary and technical reasons, a simple digital camera with video recording capabilities is often your best choice. The Sony Cyber-Shot WX220, Kodak PIXPRO Astro Zoom, Sony DSC-H300, Kimire HD Recorder and PowerLead Puto PLD002 are just a few of the budget-friendly compact digital cameras and camcorders that provide quality video. Point-and-shoot models like the Canon PowerShot Elph 190 IS, Canon PowerShot SX530 HS and Panasonic Lumix DMC-TS30 are excellent low-budget choices.

- **The Camera on Your Smart Phone or Computer**

Unless you have invested in a computer or phone that has an extremely high-quality camera, this should be considered as a last resort. The quality of built-in cameras and smartphones is getting better all the time. The same is true to a lesser extent with the cameras on desktop PCs, laptops, and tablets.

While there are a few rare Internet marketers that record their webinars on their iPhones and Android smartphones, their number is extremely small. In almost every case, the quality of your webinar receives a substantial boost when you use a dedicated camera as opposed to the one built into your phone or computer.

- **The Camera You Currently Own**

When just getting started running webinars, you should stick with what you have. Record a couple of test videos with your smartphone, laptop camera or the standalone camera you already own. Depending on your needs, you may find that the camcorder, smartphone camera, or point-and-shoot model you are currently using is fine for recording video.

You can always upgrade later to a more capable camera as your business grows. Don't let the lack of a high-quality camera keep you from getting started.

## **Selecting a Microphone**

Many of the cameras mentioned above have built-in microphones. However, if you are looking for quality audio, you need to invest at least a little bit of money into a decent mic. Even if you are simply using screen capture or live video streaming software rather than a standalone camera, good audio is an absolute must. Here are some entry-level, intermediate, and high-end microphones that many full-time podcasters, webinar producers, and video bloggers swear by.

- Entry-level
  - Audio-Technica ATR2100 - USB and XLR

- Blue Snowball iCE Condenser Microphone - USB
- Blue Yeti USB Condenser Microphone - USB and XLR
- Shure SM58-LC Cardioid Dynamic Vocal Microphone - XLR
  
- Intermediate
  - Rode Procaster - XLR
  - Heil PR-40 Dynamic Studio Recording Microphone - XLR
  - Blue Yeti Pro - USB and XLR
  
- High-end
  - Electro Voice RE-20 Cardioid Microphone - XLR
  - Shure SM7B Vocal Dynamic Microphone - XLR
  - Audix SCX1-HC - XLR

These listings are according to price only. You should know that microphones which require an XLR connection can't plug directly into your computer. They need to go into a mixing board first. This adds some wonderful audio features but also increases cost and difficulty of use. Mics that have USB functionality can plug straight into your computer and are plug-and-go ready.

By the way, you can get incredibly high-quality audio from a budget-friendly microphone. For example, the Audio-Technica ATR2100 usually cost between \$60 a \$70 on Amazon. Many full-time podcasters and webinar producers never upgrade from this entry-level mic to a more expensive model. That is because, in several blind comparisons, the audio produced by this affordable and versatile (both USB and XLR connectivity)

mic outperforms many microphones the cost several hundred dollars more.

## Webinar Software and Apps

Did you know the majority of online engagement is video-based? In 2017, more web surfing involved video than text-based content. The growth of video as the preferred Internet media has been met with similar growth in the field of applications and software which make recording and presenting webinars quick and easy. Here are a few of the most popular and capable, as well as easy-to-use, webinar providers, software suites, and applications, as well as screen capture and live video streaming offerings.

### All-in-One Webinar Providers

The following 8 companies offer "do it all" simplicity. They will help you through every step of the webinar process, from recording and hosting your videos to presenting them and integrating them with your email autoresponder. Most have free services as well as paid options for upgrades, and pricing almost always depends on how many attendees you get.

**1 - GoToWebinar** - The 800-pound gorilla in the room, GoToWebinar is chosen by many six and seven figure Internet marketers because of its wide array of tools and features. As with the other options on this list, this a one-stop webinar creation and presentation tool that integrates with the major email autoresponder services. Additionally, this software supports multiple presenters, rather than just allowing for a solo host.

**2 - WebinarJam** - This is a good jumping off point for newbies. They have a very extensive amount of training materials and are user-friendly. WebinarJam doesn't have as many extended features or advanced resources as GoToWebinar, but for beginners they are perfect. Some people stick with Webinar Jam even after they get the knack of running webinars.

**3 - Stealth Seminar** - This software has generated nearly \$900 million in sales for its users, even though it is relatively new as compared to some of the other offerings on this list. All you need to do is create a video presentation, which could be done using screen capture or live streaming video software, or recording with a physical camera, and Stealth Seminar does the rest. You can also record your seminar through YouTube Live with the Stealth Seminar software if you don't have a video file to import.

**4 - AnyMeeting** - This is another solid webinar hosting service. AnyMeeting can help you run free webinars, and can also help you collect a fee for each webinar attendee. AnyMeeting provides support for mobile viewing and is free for up to 10 attendees.

**5 - iLinc** - With iLinc you can run a webinar as a solo host, or include several presenters or panel members. This software allows for up to 1,000 participants.

**6 - ezTalk Meetings** - This is a cloud-based webinar hosting offering which allows for live streaming webinars and hosts follow-up email capabilities. The software allows for up to 10,000 participants, and pricing for the paid option depends on how many attendees you have.

**7 - EverGreen** - While you can use the Evergreen service for live webinars, this company specializes in creating automated, recorded webinars that help you build a passive, autopilot income. This is a paid service only, but a one-time purchase is all that is needed. There are no monthly fees involved.

**8 - Zoom** - The Zoom software allows you to use either screen capture or HD quality video and audio for your webinars. The basic plan starts at a nominal monthly fee, and there is a free plan which offers limited features.

## Screen Recording Software

One of the easiest and quickest ways to begin benefiting from webinars is to use screen capture software. This is a good option if you are camera shy, there are plenty of quality screen capture tools which are absolutely free to use, and any web content, video or text-based, which is on your screen is presented to your audience.

This means all you have to do is click through a slideshow or illustrate a how-to process by sharing your computer or monitor screen with your webinar attendees. Using this software is easy. When you have the content you would like to share on your screen, simply hit the "record" option your software provides. Hit "stop" when you are done. This makes it simple for you to move from one screen display to another, and you can take as long as you want between the time you stop one recording and begin the next.

A few of the most popular screen capture applications are:

- Free Screen Video Recorder
- CamStudio
- Camtasia
- EZVid
- Screenflow
- Screencast-O-Matic

These and other screen capture applications and software suites allow you to record audio as you are simultaneously recording what is on your screen. You can do this through the built-in microphone on your computer or laptop. You can also add a headset or one of the previously recommended microphones to improve audio quality.



## **PowerPoint and Other Slide Show Presentation Tools**

PowerPoint is a software package distributed by Microsoft that has been around for over 30 years. It is a slideshow-based presentation program. PowerPoint works well with webinars because it allows you to create individual slides that present text and imagery which gets your message across while you simultaneously record audio. If you own a computer which contains the Microsoft Office software suite, PowerPoint is contained in that package.

Similar slideshow-based presentation tools include LibreOffice Impress, Zoho Show, Google Slides and Slide Dog. In the case of PowerPoint and these other presentation software packages, a learning curve is required. It will take you some time to learn exactly how to use the software. This is not necessarily a downside to using these tools for your webinars, but it bears mentioning if you prefer to get started as soon as possible.

### **The Minimum Tool, Down-and-Dirty, Get-Started-Today Webinar**

Purchasing and familiarizing yourself with a high quality, stand-alone digital camera or camcorder can take some time. The same is true for downloading and using slideshow presentation software. For these and other reasons, many small business owners get started acquainting themselves with running webinars by using a very simple system.

- 1 - Buy an inexpensive microphone or headset.
- 2 - Use free screen capture software to record what you see on your monitor.
- 3 - Use a service like GoToWebinar or WebinarJam (great for beginners) to host/present your webinar.

This is the quickest and simplest way to get started. For around \$20 to \$25 you can purchase a desktop microphone or headset that plugs directly into your laptop or computer. Free screen capture software records whatever you are displaying on your screen, while audio recording features capture your voice walking your audience through a process or training session.

Webinar hosting services like GoToWebinar and WebinarJam, among many others, make you look like a pro even if you have never hosted a webinar before. You can alternately use live video streaming services to present a webinar in real time, so let's take a look at that option now.

## **Live Video Streaming and Recording Services**

Recorded webinars are great because your audience can enjoy them anytime. The many diverse individuals in your prospect pool probably have vastly different blocks of free time. This means when you record your live webinar and make it available anytime, you improve the number of people who see your presentation.

That having been said, a lot of people prefer live presentations. Live webinars are sometimes seen as more believable than those which have been recorded. The following tools are among the most popular for broadcasting your video message live, whether you use that video as a webinar or for some other marketing purpose.

- Instagram Live Video
- Facebook Live
- IBM Cloud Video
- YouTube Live
- Livestream (on Vimeo)

- Periscope Producer

There is a benefit which exists with Instagram Live, Facebook Live, YouTube Live and Twitter's Periscope live video app. Since the live video takes place on a social media network, building an audience is as easy as posting messages and updates to that same network. Additionally, someone who is already spending time on Facebook is more likely to sign up for your Facebook Live webinar and actually show up to view it than if you were to ask that person to leave Facebook.

## Getting Traffic, Building Your Audience

We just mentioned that a benefit of live video streaming applications like Facebook Live and YouTube Live is that there is a built-in prospect pool. This means if you host live or recorded webinars on a social media network or some other platform where a lot of people are hanging out, you could feasibly attract a sizable audience without spending much time or money on traffic generation.

While this is possible, those marketers that get the most out of their webinars find there are a few practices which are much more reliable for generating interest and traffic. This process includes building a dedicated landing page for webinar sign-ups, offering a valuable freebie in return for signing up, marketing your webinar through email and social media, and sending out reminders right up until the minute your webinar launches.

### **Building a Landing Page for Webinar Sign-Ups**

You definitely need a dedicated landing page or squeeze page to get people to sign up for your webinar. This is where you send any and all traffic that may be interested in your webinar. You advertise and mention your webinar and the corresponding landing page on your blog, in chat rooms and forums, in your email signature, on social media, and through paid advertising platforms.

When someone shows up to this landing page, you should only give them two choices - 1) sign up for your webinar, or 2) leave the page.

This provides minimal distractions. You provide a quick list of how your webinar can benefit that individual, and integrate this landing page with your email autoresponder provider, such as GetResponse, AWeber or

MailChimp. A few of the top services for creating landing pages include LeadPages, UnBounce, KickOffLabs, and Lander. So, how do you get people to sign up for your webinar on this landing page? That's easy, give them something for free.

## **The Free and Ethical "Bribe" You Must Have on Your Landing Page**

In Internet marketing circles, there is something called an opt-in bribe. This is a free, high-value resource you offer anyone who shows up at your webinar landing page. You only ask for that individual's best email address in return for this free resource. You communicate on the landing page that the email address is used to provide information and reminders about the upcoming webinar.

The key here is to make your freebie something that is of utmost interest to your prospects.

It should also tie in directly to your webinar, perhaps providing a checklist, resource recommendations, or something else that improves the webinar experience. Make your opt-in bribe relevant to your webinar and your target audience, and you can significantly increase the number of sign-ups that follow through by attending your webinar.

## **Ask for Social Shares**

By simply asking your webinar signees to share your landing page on Facebook and Twitter, you can increase your reach. People love to share what they are doing on those and other social media networks. Providing the URL of your webinar landing page to those who sign up, either on the page itself or through an initial email, is a simple way to use word-of-mouth advertising to increase your attendance.

## Email Autoresponder Integration

If you are not currently building an email list of prospects, you should be. Email marketing routinely provides the best return on investment (ROI) of just about any marketing tactic. It is easy to build a list with email autoresponder services like GetResponse, AWeber, and MailChimp. These and other top services allow you to write a series of emails in advance that goes out on a schedule you create.

Integrating these autoresponder services with your landing page software is easy. This means as soon as someone signs up for your webinar, they begin receiving emails from you that keep them engaged and interested, right up to the very minute your webinar begins. This also increases engagement after the webinar is completed.

## The Webinar Reminder Timeline

When should you communicate with your webinar sign-ups through email? Here is a simple but proven timeline that works well for ensuring you get a large portion of your signees to attend your webinar.

- **2 weeks out** - Send a thank you/reminder email, complete with a request to share your webinar landing page on social media, as well as the time, date, and URL of the webinar. Reiterate the benefits of attending the webinar.
- **1 week out** - Send a second reminder email, with the time, date and URL of the webinar.
- **The day of the webinar** - Send a reminder 1 hour before the webinar starts, and 10 or 15 minutes before as well.

- **After the webinar** - Send a thank you/reminder email which discusses when any offers made during the webinar will expire, mentioning any bonuses or discounts that apply.

## Different Types of Webinar Monetization

You should take some time to think about how you want to make money off of your webinar. You may assume that there is only one way to monetize this marketing tool. You offer a webinar, and then at the end of the webinar, you offer a product or service for sale. That is a very common webinar monetization process, but definitely not the only approach you can take to turning your webinars into sales and profits.

- Pay for Access

Alternately, you can charge for access to your webinar. This is great for explaining how-to processes that solve big problems in the minds of your audience. If this is the monetization method you choose, understand that the amount of money you generate per sale is usually much less than using the post-webinar pitch process.

- Free Webinar - Pay for Replays

Immediately after most webinars, there are several attendees who will ask for access to a replay. In the hours and days after your webinar is over, you will receive emails from people who either did not sign up for the webinar or could not attend, and these people also want access to the information. One option is to offer a small, one-time fee for a single replay of the webinar, as well as a larger fee for lifetime replays.

- Free Webinar - Sell the Webinar as an Information Product or How-To Course

If you don't have a product or service to sell currently, why not offer a free webinar and turn that webinar recording into a product? This is one of the easiest and quickest ways to create a product you can sell as long as the material is relevant. Webinars that solve "evergreen" problems work well here. Evergreen markets include weight loss, how to make money, relationship advice and health achievement/maintenance, issues that will always plague humans.

Again, the most common and generally the most successful webinar monetization process is to engage your audience, give them a lot of wonderful and high-value free information that knocks their socks off, and then pitch a product at the end. The following webinar formula has proven time and again to maximize sales when the traditional sales-pitch-at-the-end monetization process is used.



## The 13-Step Webinar Formula for Customer Engagement

You may be a business owner that is very good at improvisation. You may be able to read faces and physical behaviors, and instantly understand how you need to interact with people. While that is a very powerful sales ability in a face-to-face environment, it is virtually worthless when running a webinar.

What does work very well for maximizing the return on all your hard work preparing for and hosting a webinar is a proven formula.

Regardless what type of business you run or the market you are involved with, the following formula can help you get the results you are looking for. This is the very same formula marketing, and sales expert Dan Kennedy has used and still uses to make himself and his copywriting clients millions of dollars.

**(NOTE:** Across multiple industries and markets, webinars between 45 and 60 minutes in length consistently outperform webinars of shorter and longer durations. Work through the following formula until you have created a webinar that hits those time boundaries.)

### 1 - Get Their Attention

This should be short, sweet and to the point. If you are offering a weight loss solution, talk about the very real health dangers linked to overweight and obesity. Mention the crippling emotional problems some people experience when they are overweight. You may alternately mention the biggest benefit someone will receive from watching/listening to your webinar. Don't spend a lot of time here, but make sure you establish a highly emotional connection.

## **2 - Build Rapport**

Here is where you talk about yourself for a little bit. Don't make the mistake of many webinar hosts and show pictures of your jets, sports cars, luxury yachts and million-dollar homes. Instead, find some way to present yourself as relatable to your audience.

If your webinar shows people how to get completely out of debt in as little as 6 to 12 months, talk about your personal experience doing the very same thing. Find some way to relate to your audience so they see you as they see themselves.

## **3 - Establish Credibility**

Here is where you get a chance to toot your own horn a little. Be very careful, however, about running on at the mouth as to how fabulous you are. Remember, each individual experiencing your webinar is thinking, "What's in it for me?"

Establish your credibility by illustrating how and why you are the person perfectly suited to give this particular webinar, as that relates to solving problems for your audience. If you have any national or international awards, accreditations, industry-recognized praise or advanced degrees of education which apply to your webinar subject, discuss them briefly.

## **4 - Address Problems**

Now you want to talk about why your audience is here. Remember to address your audience not as a group, but as an individual. Each person that has taken time to watch your webinar is an individual. Speak to that individual, addressing the biggest problems your products or services are

going to solve. Do not mention your solution here, you will do that in the next step. Focus on the most significant problems your audience is encountering, and how those problems can become worse if they are not solved properly.

## **5 - Offer Your Solution**

Here is where you mention that you have a solution to the problems just discussed. It is okay to reveal the name of your course/product/service here. Try to tie it back into your personal experience you discussed when you were building rapport. Show them how you created a solution that solved your problems, how it has solved identical problems for others, and why you think it can work for your audience members. (Do not go into a sales pitch here.)

## **6 - Tell Why Your Product Works Where Others Have Not**

The people on your webinar have seen this movie before. They have been told there were solutions offered by other people that didn't get the job done for them. That means you must answer the following questions. Why is your product going to succeed where others have failed? Why should they believe your product or service can deliver the results you are promising when they have tried dozens of other solutions that did not work?

These are two questions you definitely have to answer in this step of the process. If you can clearly demonstrate what sets your product apart from the competition, and why it will work when others haven't, you connect with your audience in a very powerful way.

## **7 - Use Social Proof to Prove Your Point**

Do you have testimonials from happy customers? Have you been interviewed on the Oprah Winfrey show or Good Morning America? Are there statistics or quotes from respected celebrities, doctors, businessmen or other professionals in your field that back up what you are saying?

These are forms of what marketers call "social proof."

When you can get someone outside of your company to say good things about your company or the product you are offering in your webinar, this is an unbelievably powerful form of motivation. Think about it. Who would you believe more, someone who stands to gain financially by selling you something, or someone who has nothing to gain, and is saying amazing things about a product or service?

## **8 - Discuss the Benefits Your Product Offers**

What do people get when they buy your product? Don't think features, think benefits. A feature on a can of soup might be a pull tab. If you are selling that can of soup, don't tell your audience that your soup cans have pull tabs. Sell the benefits of that feature.

Tell your audience they don't need a can opener, which means your easy-pull tab minimizes spills and clean-up, as well as possible cuts that come from dealing with the sharp, jagged edge created by a can opener. You can mention the features of your product, but you should also stress and sell the benefits of those features.

## **9 - Provide an Irresistible Offer**

Now is time to present your audience with an offer they simply can't pass up. Tell them about what bonuses they get if they order today. Make the offer so ridiculously high in perceived value that the cost involved is very attractive. Mention anything and everything you can to make your offer irresistible.

## **10 - Include a Risk-Free Guarantee**

You should always include a risk-free, 100% money back guarantee. Most webinar offerings are backed by a 30-day guarantee. Why not do that one better? Give a full 60 days during which the purchase price is refunded for any reason at all. Make this a no-questions-asked, risk-free proposition for your customers.

## **11 - Establish a No-Exceptions Deadline**

After your webinar is over, people are going to ask you about the deadline you discussed. They will come up with all kinds of reasons why they should be allowed to make a purchase after the deadline. Discuss the fact that your offer is such an incredible value that you cannot afford to present such an offer for a long period of time.

Then give your hard deadline, and let your audience know that no set of circumstances will allow for a purchase past that deadline, at least at the current price. It is a good idea here to mention the price increase which will happen once the deadline has come and gone.

## **12 - Present Your Call to Action (CTA)**

Okay, you have discussed how valuable an offer you are making. You have talked about a guarantee and a risk-free transaction and established a

hard deadline. Now it is time to make your call to action. This is the pitch where you provide an order form, PayPal "Buy Now" button or some other monetization process. This order form should stay on the screen for the rest of your webinar, through your Q&A session.

### **13 - Host a Q&A Session, Followed by a Final Call to Action**

All successful webinars end with a question and answer session. If you find you are going well over your designated webinar time length and you are still receiving lots of questions, don't shut down your webinar. This means people are simply trying to overcome objections in their minds as to why they should take you up on your offer.

During this question and answer session, leave your call to action up on the screen. Your CTA should include bullet points which remind your audience about your no-risk guarantee, what exactly is included in the offer, and any deadline involved. If you find you are not getting much interaction from your audience, but there are still a lot of attendees on the webinar, simply go down the list of benefits, bonuses, features and problem-solving answers your product offers.

Finish with a final CTA and a "thank you" for attending, and once again remind your audience about your hard deadline.

## Live Versus Automated/Recorded Webinars

Just about every piece of webinar software allows you to record live streaming video. This means that you can schedule and present a live webinar, and still have access to a video and audio recording you can use later. This can be invaluable because as long as the topic of your webinar is applicable, you can drive traffic to your webinar squeeze page and benefit from the recorded version of your live webinar for years or even decades.

Since some people prefer live as opposed to recorded webinars, it is highly recommended that you learn the intricacies of live streaming video.

This way you benefit from that segment of your audience who prefers a live interaction, as well as those who like viewing your webinar whenever they have some spare time. Turning your live webinar into a recurring recorded marketing tool is also helpful for those potential viewers who may have some other pressing commitment they can't get out of, which causes them to miss your live launch.

## Joint Ventures or Solo Webinars?

If you are just getting your feet wet, why not consider hosting a webinar where someone else helps with the hard work? If you find someone who has a product to sell that offers a commission, and that individual is very skilled at giving webinars, this could be the makings of a great joint venture partnership. All you need to do is build an audience, and your joint venture partner can host the webinar. You perform an introduction, then your partner takes over. You benefit by getting a commission from each sale the webinar generates.

On the other hand, you may want to go solo. If you know a lot about a certain area of expertise or market, and you have a product or service to sell, you should consider running your own webinar. The benefit from a solo outing is that any revenue generated from the webinar is all yours. Joint venture projects and other similar partnerships dilute the amount of money you make from each sale, but the amount of work you have to do is lessened considerably.



## What to Do after the Webinar Is Over

Congratulations! Your webinar is over, and whether it was a success or not, you learned a lot from the process. Each webinar you give is going to improve the skills needed to turn this into a successful marketing tool for your business. The first thing you need to know is that your work is not done when your webinar is finished.

The first thing you should do immediately after the webinar is head over to your email inbox. You will find that you received emails during the webinar, even if you had an effective questions and answers session. The quicker you can answer an email that was generated during your webinar, the more interest you can keep percolating in the mind of that person.

One way to keep this from being a headache is to develop a specific email address just for your webinar. At the beginning of your webinar, you should announce that there will be a question and answers session at the end and that you will not be stopping during the webinar to answer any questions. It is at this time which you should also display your special Q&A email address. Creating a dedicated email address just for your webinar attendees means you won't have to sort through your crowded personal or business email box in an attempt to find people with questions about the webinar.

You should also log into your email autoresponder account when your webinar is over. Some webinar applications allow you to set up an email that will go out as soon as your webinar is done. If this is not the case, you can send a broadcast email through your autoresponder service. However you do it, your audience should receive an email once the webinar has finished, thanking them for attending and reiterating your call to action and the benefits of taking you up on your offer.

One day after the webinar and 3 to 5 days later it is a good idea to send out reminder emails, as long as your deadline has not passed. It probably sounds obvious, but an email should be going out the day of your deadline, and a couple of hours before the deadline.

By the way, you should not just be emailing people who attended your webinar. When you integrate your autoresponder service with GoToMeeting or one of the top webinar hosting services, you have access to a list of individuals who signed up for your webinar but did not attend. If you are offering replays of your webinar, sending emails to this group of individuals can result in sales you may not otherwise have captured.

## Top 10 Tips for Running a Successful Webinar

The following list gathers important information from the report you just read. Refer to it frequently before you plan on hosting a webinar, as a way to make sure you don't miss any crucial steps necessary for running a successful webinar.

1. Keep your total webinar length between 45 to 60 minutes if at all possible. If your question and answer session runs long, that is fine. Just make sure the meat of your webinar is in that 45 to 60-minute sweet spot.
2. PowerPoint, LibreOffice Impress, and Slide Dog are slide-share presentation software suites that work well for webinars. It may take some time to learn how to use these pieces of software correctly, so if speed of implementation is important, use screen capture software for delivering your content instead.
3. A camera is not necessary to run a webinar. Screen capture software like Free Screen Video Recorder, Screenflow, and Screencast-O-Matic allow you to capture any screenshots or video on your computer monitor, while simultaneously recording audio.
4. Webinar hosting services like AnyMeeting, GoToMeeting and WebinarJam can help walk newbies through the webinar process, ensuring all your webinars are as successful as they possibly can be.
5. Live streaming video is becoming very popular. Using "right now" streaming services such as Facebook Live, YouTube Live, and Instagram Live allows you to deliver a live webinar, and record it for later use.

6. You should send all relevant traffic to a dedicated landing page for your webinar. In return for signing up, you hand out a valuable freebie. Whether you generate traffic through blog posts, social media or paid ad campaigns, send all traffic to this landing page.
7. AWeber, MailChimp, and Get Response are a few of the top email autoresponder services which integrate with landing pages and the webinar hosting services mentioned earlier. They allow you to remind your sign-ups when the webinar is launching, and provide for easy follow-up after the webinar has ended.
8. Most webinars cover a lot of ground and answer significant questions, and then pitch some product or service at the end. You can also charge for webinar attendance up front, or turn your free webinar into a sellable information product.
9. You must know your audience intimately. Thinking about the core emotions that drive the behaviors of your audience is crucial to understanding exactly what to present during your webinar.
10. Always close with a question-and-answer session. This shows your audience you care about what they have to say. Webinars with in-depth question and answer sessions routinely outperform webinars that do not host Q&As.

## Conclusion

Webinars instantly improve your image in your marketplace. Simply by giving a webinar, you appear as an authority figure in your field. Webinars are simple to run, and live webinars can be recorded and turned into automated, recurring revenue streams. Businesses big and small can benefit from an inexpensive global reach with webinars, and it really doesn't matter what field or niche you are in.

If you are camera shy, you can use screen capture software to create your content. Audio can be captured through an expensive home recording studio microphone, or the one built into your smartphone, laptop or desktop computer. You can get started right away experimenting with and profiting from webinars on a small scale, and upgrade your tools over time.

The move is on towards video as the preferred Internet access medium. Most people would prefer to interact with video rather than text-based media. Those two facts combine with the simplicity and marketing power of webinars to practically demand that you get involved in this highly profitable and engaging form of interaction with your marketplace. The sooner you get started honing your webinar skills, the sooner you can turn a live webinar into a set-and-forget passive revenue stream that provides value to your audience while improving your sales and profits.