WEBINAR
AUTHORITY

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

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Introduction

Webinars have become one of the most popular ways to promote a business in the past few years. They are so effective because they provide an immersiveness that other forums of media do not and attendees get real-time information delivered straight to them, not to mention the interactivity of question-and-answer sessions. According to the Adobe Software blog, webinars rank in the top three of the content delivery methods out there.

If you are reading this book and have no idea what the word 'webinar' actually means, it is a method of communicating to a group via a specific platform, with the ability to share information with them like voice, text, slides, multimedia and more. Webinar is a play off of the word 'seminar' because that's what a webinar basically is – a seminar for the web.

In order to use a webinar to promote your business, you are going to need to know the secrets to a successful webinar. This book is your guide to putting on a successful webinar, including emphasis on the most important concepts. According to SlideShare, the elements that engage 70% of people the most are interesting content and a passionate speaker.

This book will help you become a passionate and engaging speaker, as well as develop your idea so that you can host the best webinar possible. In addition, we will be covering other concepts that are vital to webinars, such as the equipment that you will need, mastering Q&A's, working with co-organizers and hiring staff and much more.

This book is divided into three sections. The first section will cover what you need to do before your webinar starts. The second is information you will need to start your webinar and things that happen during. Finally, the third section will cover what happens after your webinar is over and how you can begin preparing for the next one.

Each section will explore in-depth the topics of webinars and at the end you will be able to prepare and hold a webinar with confidence. Here are just a few of the benefits that you will get out of this book.

• Understanding what the available platforms are for conducting webinars and how much they cost, as well as information on how to use them. These programs are complex and often have a great

deal of features. You will be able to understand how these programs work with this book.

• You will also learn how to choose the topic for discussion during your webinar. Choosing a topic that is interesting and engaging is very important because it a significant number of attendees go to webinars simply because of the topic.

• How to prepare for your webinar, including how to do marketing and advertising. You are going to need to let people know about your webinar and most people are pretty lost the first time that they try to get attendees. You will have some tools for promoting your webinar when you finish this book. You will also learn how to prepare your slides, do a rehearsal and make sure that you are completely ready to run a webinar.

• You will learn methods for improving your presenting skills, including how to have better diction, body language and many other factors.

• You will be able to choose which equipment you want to use for your webinar, and make sure that you present yourself in the best way possible like tips for screen sharing, camera, lighting, backdrop and more.

• You will be able to improve your current webinars by making them more interesting and engaging, including the way that you present slides and using alternative forms of multimedia to make your webinar amazing.

• Learn how to increase your attendees by partnering up with other speakers and each of you giving information to the audience. A webinar with one expert is great, but a webinar with multiple experts can't be missed.

• Everything you need to know about monetizing your webinar, including how to charge admission for your webinars and how to host webinars for free but make money by creating other revenue streams. There are many people making very good money with their webinars and you can do the same.

• You'll learn what to do at the end of a webinar in order to get people to take action, whether that means signing up for an email list or actually buying something that you are selling. The whole point of free webinars is to point consumers towards the alternative revenue streams and then convince them to take immediate action.

• You'll also learn what it takes to get people to come back to your future webinars. If you don't have return attendees, then you will be starting over every single webinar you do. This book contains tips on how to make them want to sign up for your next webinar and then how you can actually convince them to show up.

• In addition, you will learn how you can create a business from your archived webinars including tips for placing them on YouTube and bundling them up into a course and selling it separately (via a webinar of course).

• Finally, you will learn things that will help you immensely if this is your first time doing a webinar. For example, do you know which day or days of the week is best for a webinar? Do you know how long most attendees prefer them to be? If you are going to charge for your webinar do you know what price range will make people attend and at what point you will price yourself out of business? These are all things that are covered in this book

This is going to be an exciting journey through the world of webinars and you will learn more than you ever have before to create the perfect webinar business. If you have struggled with webinars in the past, then this book will help you get back on track and make the kind of money that you have always wanted to from webinars.

Chapter 1: The Tools of the Trade

In order to run a successful webinar, you are going to need some tools. There are certain pieces of hardware and software that are required to host a successful webinar and understanding what they are, and how to use them properly is going to allow you to become a better webinar host.

Your Internet Connection

Let's start with your internet connection. This is definitely an important aspect of webinars because your data is going to be streamed to dozens or hundreds of people and you can't have that data dropping out at inconvenient points. It isn't good for your business.

So make sure that your internet connection is super-fast, say around 10 mbps minimum, and that you use a wired connection. Don't connect with Wi-Fi because it is much more unstable than a LAN connection. This means that you are going to have to do the webinar in your home or office, somewhere that you have access to the model and can plug in a LAN cable that allows you to directly connect.

If you have to, you can use Wi-Fi, but just keep in mind that your data may not get through to all of your attendees every time. Most of the time, people will let you know that they didn't hear you or catch the last concept you were talking about, but if it happens too often too a multitude of people attending your webinar, you will find very few that want to return for a future session.

Your Computer

Your computer is the next thing that we are going to discuss because it is just as important as your platform or the type of internet connection you have. In fact, these three things tie for first place if you were going to try to prioritize the equipment that you'll need for a webinar.

Because your computer will be running multiple programs at once, you will need to have a processer with multiple cores and a good CPU speed. You will also need to have plenty of RAM and a good soundcard that allows sound to travel over the internet and still be perfectly clear to the people that are hearing it.

Most people are going to have to make do with the computer that they currently have, but here are a few things that you can do to make your computer a little faster in order to make sure that you don't have any problems running your webinar:

• Shut down all running programs except for your browser and the programs you need for your webinar

• Increase the size of your paging file

• Use Glary Utilities to clean up your computer removing unnecessary files, shortcuts, registry entries and more

• Disable all of your browser add-ons unless you need them for your webinar

• Disable all background programs by going to MSCONFIG and then restart

• Use a browser that is as lightweight (in CPU usage) as possible

The Platform

Next, we are going to discuss the platform that you will be using. Platform is a very important choice because it determines the quality of your webinar and what you'll be able to do during it. There are numerous features offered by webinar platforms on the market today. Here are just a few of those features.

- Recording of your webinar

- Statistics tracking

- Ability to add your own logo

- Screen sharing

- Mobile device access

- Chat room

These are just a very small representation of the features that you might get with your webinar platform. The platform basically does it all for you, allowing people to connect and giving you administrative privileges over the webinar.

As far as the cost goes, this varies significantly from one service to another. For example, you might have to pay $20 per month to host 25 attendees with one service while another may only offer $99 per month with 100 attendees as the starting point. What these services all have in common though is that they have tier pricing that bases the cost on how many people you will be able to let in for your webinar.

There are a lot of platforms out there and it is difficult to recommend a specific one because the one that you need will be based upon your topic, your budget and what features you need. However, GoToWebinar is a very popular choice and Cisco's

WebEx is used widely as well. Here is a chart that will give you a starting point in choosing a webinar platform:

http://www.toptenreviews.com/business/internet/best-webinar-services/

Microphone or Headset

You are also going to need a microphone and headset in order to talk to the people at your webinar. This is an extremely important purchase because you want them to be able to hear you clearly and understand what you are saying. The Blue Yeti microphone (about $100) is a solid USB microphone that when combined with a pair of headphones will work perfectly for your webinar. If you want to spend a little more or less, there are lots of good quality USB mics to choose from.

Screen sharing & Additional Programs

You will need some kind of program like Microsoft's PowerPoint if you want to do a slideshow. The way that you will generally do this is by making your PowerPoint presentation full screen after sharing your screen with attendees.

If you plan on doing any other sort of presentations like playing a video or demonstrating some piece of software then you are obviously going to have those programs installed and running when you do your webinar as well.

Webcams, Lighting & Backdrops

Finally, if you plan on not sharing your screen but talking to the audience with a webcam trained on you, make sure that you get a webcam that broadcasts in HD and ensure that you have a solid backdrop like a blank wall or a curtain hung up behind you and then experiment with lighting until you get the best image of yourself on the webcam. You can usually use the lighting and background in your home or office.

Chapter 2: Choosing Your Topic

Choosing your topic is going to be the most important thing that you do when it comes to your webinar. You probably already have an area that you are an expert in, since you are considering the idea of a webinar, but you may not know what specific topic you should choose. In this chapter, we will use some examples of niches, topics and webinars in order to give you the tools that you need to choose the right topic. The subject of the webinar is one of the biggest attractions that attendees say convinced them to go to the webinar.

Step One: Know Your Niche

Okay, so you want to find a topic for your webinar. What is your niche? You probably already know it but if not then think about what it is you do for a living, or what you are most passionate

about or what you are most knowledgeable about. This is probably your niche.

For example, Steve is a marketing director at his company and his passion is making money online. So, his occupation combined with his passion means that his niche is internet marketing, a very general term that describes many of the ways to make money online. But it is perfectly okay for your niche to be a very general term. In fact, the more general the better, because that means you have a far wider choice of topics.

Step Two: Decide What People Want to Know

What do people want to know about your niche? What kinds of questions are they asking search engines? If you want to run a successful webinar then you need to find out what people want to know so that you can teach them.

For example, suppose that you wanted to do a webinar on 'making money online with Hubpages.' This web 2.0 platform was quite popular a few years ago for making some money online but it has since gone by the wayside and been replaced by better ways to make money. The point is, no one is going to be looking for a way to make money from Hubpages, and even if you know how, it does you no good if no one wants to listen.

Instead, you have to figure out what sort of topic people are looking for. Our example entrepreneur, Steve, has decided that he is going to present a webinar on 'making money online with…' but he's not sure what comes after the 'with'.

Step Three: Decide What You Are Good at

Your next step is to decide what you are good at so that you can teach it. Of course, you could always hold a seminar on something that you don't know anything about, but it would be difficult to present and you would have no credentials that make audiences want to listen to you.

So, for instance, if you were particularly good at building websites or doing graphic design or writing professional copy, think of ways that you can incorporate that into making money online. In our friend Steve's case, he has an aptitude and a passion for link building and he can get a site to rank number one for a non-competitive keyword in just a few short months. Steve has decided that he is going to call his webinar 'How to Make Money Online Using Micro-Niche Websites.'

Step Four: Build up your Expertise

Anything that you can do to impress people with your credentials will improve the odds of them coming to your webinar. Have you been working in the industry for a long time? Do you have college degree that is relevant to whatever you are teaching? Have you taken any certifications or courses on things relating to your particular topic?

You may want to consider adding more education or experience if you can. This may not be possible, but sometimes you can get certifications that look impressive but you have to do very little for them, such as pass a test online or complete a two-week

correspondence course. Whatever you can do to make yourself seem like an eminent expert on your topic will help you attract people for your webinar.

Take the case of Steve. Steve has some information that he can put into a bio that makes him sound like one of the top experts on making money with micro niche sites. Take a look at what Steve came up with for his webinar bio:

Steve Eddings is an expert in building and marketing niche sites with over 30 years in the industry. He has used niche sites in his work with telecommunications giant Condale Ltd. for more than 15 years, and has been approached to help rank niche sites and improve the link profiles of some of the top Fortune 500 companies.

Step Five: Publish Your Expertise & Promote Yourself

Now, you need to publish your bio on the web and start making your name be seen associated with this niche. This isn't hard to do. For one thing, you can simply outsource a few short books and put your name on the cover, and then publish them online and you can add 'author of more than X books on niche marketing' to your bio.

You can also create videos that show off your expertise so that when people are searching for certain things in niche marketing, your YouTube videos come up, showing you as an expert in that field. Of course, there are always opportunities to publish articles

on the topic online, and many sites will even allow you to guest post on their blog if you have good content.

Just remember, this isn't to promote your webinar. We will devote an entire chapter to promotion. This is what you need to do before any promotion even begins. When you start promoting your webinar, people are going to look you up and try to figure out if you know what you are talking about. This online expertise profile will give you the credibility that you need.

Chapter 3: Advertising & Promotion

Advertising and promotion is an important part of hosting a webinar. If you don't let people know that you are having one there is very little chance that they are just going to stumble upon it. The sooner you start your promotion the better, but in order to advertise effectively, you need to know what avenues are available and how to use them.

In this chapter, we will be discussing promotional techniques that will allow you to attract attendees to your webinar. Find out which technique works best for you and then use it to advertise. One of the best ways to advertise your webinar is to get current attendees to come for future sessions, but we will discuss that in a later chapter. This one is all about promoting your webinar for the very first time.

Conventional Web Advertising

The first area that we will be discussing is conventional web advertising. This includes banner ads, social media ads and many other forms of advertising on the web. There are two things to keep in mind when it comes to running ads for webinars. First, how much will the ad cost and how effective will it be and second, how much money will you make from the webinar and is it worth it?

Most of the time the answer is no, but on some websites where almost everyone who sees your ad is interested in the content you are planning to present, advertising can be a good thing.

Email Signatures

If you are not currently using your email signature to promote your items, you are missing out on a huge advertising opportunity. You send out several emails a day if you are like the rest of us, and just because the people that you are sending them to may not be in the same business you are in, or you think that they are not interested in your webinar, are not reasons to leave off the email signature. It is a simple thing that takes about a minute to set up and if you get a single person signing up for your webinar, it will have become worth it.

Forum Signatures

Another idea for promoting your webinar is in the forums that you visit. Almost every forum allows you to customize your signature with a link and if you post the topic of your webinar and a link to your sign up page in your forum signature, you may get some people signing up.

Of course, no one is going to see your forum signature unless you actually get onto the forums and post. If you are busy, you can often outsource this to a freelancer, but make sure that they know what they are talking about otherwise your reputation on that forum will suffer and you will have very little chance of someone following your link and attending your webinar.

Google AdWords

Adwords is an advertising program from Google. If you don't know about this program, then look on the side of your browser whenever you type something into search. The links that you see

there are sponsored links, programmed to pop up whenever a certain keyword phrase is entered into Google search, with the prominence dependent upon how much the advertiser is bidding. Adwords is a pay-per-click advertising program so you don't have to pay unless someone actually clicks on a link.

Mailing List

Your email list is probably the most important marketing tool that you have. But if this is the first time that you have ever done a webinar, you may not have an email list to use. That's why these other suggestions are included in this chapter.

If you are lucky enough to already have an email list that you can use then you should definitely build your attendee list around that. When you are marketing your webinars with an email list you have to build campaigns that will keep people informed of your upcoming webinar, with emails being sent out as much as 60 days in advance.

Almost 70% of attendees for a webinar sign up in the final week leading up to it. This may be because they know that they are running out of time and want to secure a seat (particularly if the webinar is apt to fill up fast) or it might be that they simply know what their schedule is going to be. Whatever the case, make sure that you are sending out reminders every other day during the final week leading up to your webinar.

Content Marketing

Content marketing is another way in which you can promote your webinar. The best way to do this is to come up with keyword phrases that you think people whom would enjoy your webinar might type into Google search.

Next, start a blog with these keyword phrases as topics or questions that you can answer. If you can bring in people to read your blogs and you advertise your webinar in the sidebar or some other prominent area of your website, you will get a few sign-ups from there; the more content that you have on the blog, the larger your reader base and the more people that will sign up for a webinar.

Social Media

Social media is an obvious one, but you don't want to leave any channels out. Promote your webinar on your Twitter account, professional Facebook account (if you have a separate one for your business), on LinkedIn, YouTube, Reddit and more.

Webinar Listing Sites

There are also some webinar listing sites out there that allow you to list your webinar and the topic that it will be on (as well as other pertinent details) for free. Some of them may charge a nominal fee, but you can find the free ones if you look. These can be great resources because the people that browse the listings are actually looking for webinars to attend. The downside is that most of them probably won't be looking in your niche.

Chapter 4: Preparing Your Presentation

In this chapter, we are going to focus on preparing your presentation. Keep in mind, this chapter is only about the topic that you choose to focus on for your webinar as well as the platform and technology that you use. Honing your own skills as a presenter and being on camera will be discussed in a later chapter.

This will be a step-by-step process that will take you from only knowing the topic that you are going to present and having the equipment hooked up to being as prepared for your webinar as you can be.

Step One: Choose your Topic

So, the first step is going to be choosing a topic. This was covered already in detail, but it is worth mentioning here again as the first step. If you know what your niche is going to be, and you have figured out what your presentation will be on, then you are ready to proceed to the next steps in the process, detailed below.

If you do not have a topic yet, then you need to go back to Chapter Two and figure out what your presentation is going to be on. If you don't have a topic, there is very little point in proceeding to the next step, because you can't even advertise properly unless you know what your webinar will be about.

Step Two: Begin Promoting Your Webinar Months in Advance

One of the most effective ways to promote a webinar is to use an email marketing list. Sending out notices about your upcoming webinar to a large email list will definitely result in some sign-ups, assuming that the list is mostly composed of people who might find the topic interesting.

If you already have an email list, then you can start promoting about 60 days before your webinar. If you do not already have an email list then you need to start promoting much, much earlier, so that you can build your email list. You will have to find some way to direct people to an email list and get them to sign up. Of course, you may just choose to use another promotion method until you can get an email list built up.

Step Three: Write a Script

Now you want to write a script for your presentation. Don't worry if you read it afterward and think it sounds horrible or if you struggle while creating it. Just make a basic skeleton of a script and then you can fill in the blanks later. Start by deciding what you are going to present.

If you can figure out what exactly you want to say and the way that you want to say it, you can outsource a professional writer to do most of the writing for you. The downside of this option is that you aren't really putting your personality into the presentation and people will probably notice.

Step Four: Prepare Your Slides

Your next step, once you have a script, will be to prepare your slides and get them to fit into the script. You can either go through the script first and make notations where you want to include the slides and what you want them to be, or you can do it the opposite way.

This means making the slideshow first and then piecing your script together around the slides – or just writing the entire script around your slides. You can use a program like PowerPoint to show the slides and then use programs like Photoshop if you need to make particular graphics that aren't available on your presentation software.

Step Five: Determine if You Need Other Multimedia

Decide if you want to use other multimedia with your presentation. For example, you may want to use a video if it makes a point better than your slide can. You may also need to use other software programs like if you are trying to do a demonstration of a particular technique.

Whatever multimedia you need for your webinar, you want to make sure it is prepared well in advance so that you can use it on practice runs as described below. You don't want to use it for the first time on webinar day and find out that the video you built 15 minutes of your webinar around is unusable.

Step Six: Practice Your Presentation

You definitely need to practice. You need to practice using the platform with a few sample attendees. That's why these platforms generally price monthly or yearly rather than by the webinar. Practice your webinars several times and record yourself so that you can play back and see how your facial features look, how your body language was, how you looked in the lights and against the backdrop, and most of all, how professional-sounding your presentation was.

Step Seven: Do a Dress Rehearsal

It is impossible to stress this point too much. You need to do at least one full dress rehearsal just as you would on your launch day. You will use all of the equipment you have set up, all of the

slides and other multimedia and wear your professional clothing and use the lights and backdrops. Keep going if you mess up and act like it is live. The only difference is that you will have a much smaller audience.

After you have finished the dress rehearsal (which ideally should be a day or two before your real webinar) then review the tape and figure out where the problem areas were. If you had a technical issue or stumbled over part of your presentation then figure out a strategy for solving these problems before the actual webinar.

Step Eight: Start Your Presentation Early

Finally, the last step is going to be to start your webinar earlier than you think you should. Start at least an hour earlier than the time that people are supposed to show up. There are several reasons for this. First, you have time to solve last minute technical problems, second, you can answer questions from early-arriving attendees so that you can spend more time on other questions in your webinar and third, you will feel much less pressure if you have already been there for an hour rather than showing up five minutes before start time.

Chapter 5: Managing Questions

A big part of your webinar will be the question and answer sessions that you have. These Q & A's are sometimes a major reason attendees cite for going to a webinar in the first place. Maybe they have a unique situation and they can't find an answer to their problem any other way or they just don't understand and need something explained in detail.

Whatever the case, you are almost certainly going to have people with questions and the more you answer, the more willing your audience will be to come back for future webinars or buy products or services that you recommend.

How Many Questions Can You Handle

This is the big question that any webinar host asks themselves when they begin thinking about questions. The answer depends upon how much time you are willing to set aside for questions and quickly you can give answers.

Someone who has 50 attendees is going to handle questions quite differently than the person who has over 1000. If you only have 50 people in your webinar, then you can probably handle questions yourself, even throughout the presentation. If you had ten or twenty times that number you wouldn't be able to take questions throughout the presentation and you might even be there for hours answering questions if you asked everyone to hold them until the end.

If you do have a large number of attendees and you don't have time to answer everyone's questions then consider getting a moderator to help you. A moderator has many jobs throughout a presentation. First, they can answer questions that they already have the answers to. For example, if someone asks what your website address is. Second, a moderator can hold questions one at a time until you are ready to answer them. Third, a moderator can weed out questions that have already been answered or are of a low priority, or just are not relevant to the conversation. Fourth, a moderator can prioritize questions so that you answer the most important ones first – like triage in an E.R. Finally, a moderator can keep the audience company in chat, which makes your webinar a little more engaging.

How to Take Questions

The decision on how to take questions from your attendees will depend upon your personal preference and what you have available in your platform. Most platforms come with a chat room where your attendees can type. Some platforms will even take care of the questions for you, sending them to your phone or someone within the platform so that you can answer them while you are doing the presentation.

If you use a moderator, then you will probably have to add them as an organizer in order to field the questions, although some platforms allow you to add a moderator. The bottom line here is that how you take questions will specifically depend upon what platform you choose and without knowing that, it is difficult to advise you on a particular method.

When to Take Questions

Now you come to the question of when – when do you take questions? The answer will depend upon the number of people attending your webinar and your own particular style. Some people prefer to take questions as they move through the presentation, and others like to ask everyone to hold their questions until the end. Another style altogether is just to begin with questions and get them all (or mostly) out of the way.

How to Answer Questions

When you answer people's questions, you want to make sure that they feel like you actually care about them understanding so spend a little time with each question. For example, take a look at the example chat below, using our old friend Steve from the first few chapters, who is doing a webinar on niche marketing.

Attendee4223: My question is, how do I start an email marketing list?

Presenter_Steve: Mailchimp is a good service. Next?

Attendee113: Okay, how do I start a niche website…I mean blog…do I use WordPress or hire someone to make it for me or what?

Presenter_Steve: You can do either one.

Attendee4223: I still don't understand. I meant how do I get people to sign up for my list.

See, if Steve were to actually answer questions like that, the people attending would feel as if he didn't really care about

helping them but was just trying to get through the questions as fast as possible. Here is what Steve should have done.

Attendee4223: My question is, how do I start an email marketing list?

Presenter_Steve: Well, are you asking how you actually collect addresses, like a service to do so, or are you asking how you get the addresses in the first place.

Attendee4223: I guess both..but mostly collecting the addresses.

Presenter_Steve: Well, somehow, you've got to get people to land on a site where they can sign up for your email list. This is known as a "squeeze page." You obviously need something to offer them like a free eBook or whatever to get them to sign up. As far as services, I like to use Wordpress to build my sites, Hostgator to host and Namecheap is where I mostly get my domains from.

Attendee4223: Awesome, thanks!

Attendee113: My turn? Okay. My question has already sort of been answered. I didn't know

what I needed to do to start a niche website but
you said what you use so I will go try those
things out.

Presenter_Steve: Wordpress is great because you
can have content online in very little time and
then slowly tweak the site the way that you want
it, customizing widgets, sidebars, adding
things, etc. I like Hostgator because it's
unmetered and I can host as many domains as I
want and I don't really know why I use
namecheap. I think all registrars are pretty
much the same. I just have always used them.

As you can see, Steve was much more thorough the second time
and he actually made the attendees feel like he cared about their
question and wanted them to have a thorough and complete
answer. That's how you need to handle questions, whether you
respond by chat or over your microphone.

Chapter 6: How to be the Best Presenter Possible

Earlier, we mentioned that the chapter on preparation wasn't anything to do with improving your skills as a presenter. The reason for that is that this chapter is specifically devoted to making you the best presenter possible, someone that can engage the audience and get them to want to come back for future seminars.

If you are planning to do all of your webinars with screen share and have no intention of getting on camera, then you probably won't need the tips featured throughout this chapter. If that's the case, then you only have to worry about your audio. However, bear in mind that you will not be very engaging unless you switch to video once in a while. People are going to get bored staring at

your screen, particularly when you are explaining a long concept and there is nothing going on.

We will identify the important parts of your presentation and what you need to do to make the best impression possible. You want to come across as a professional expert in your niche and this guide will help you get there.

Confidence

A lot of how engaging you will be with your audience depends upon how confident you are in yourself and in the material that you are presenting. Have you heard the "Five P's" adage – Proper Preparation Prevents Poor Performance? That is very true when it comes to presenting your webinar. If you know your material, and have practiced it relentlessly as suggested in this book, then you will have the confidence you need in your presentation. You also need to have confidence in yourself as a presenter, and this will usually come with time.

Dress

If you are going on camera, then how you dress is going to be very important. You want to reek of success and that means it should be reflected in your speech, your body language, the equipment that you are using, the presentation that you are making and, you guessed it, the clothes that you are wearing.

Wear professional clothing. Wear whatever you would normally wear if you went on a job interview with a big name company. If you don't normally dress up for work, you may want to get an outfit to wear on your webinars.

Lighting & Backdrop

Again, this will depend whether or not you are planning to go on camera. If so, then you might want to take a look at your lighting set up and how your backdrop appears on camera. You want a nice, neutral background for webinars, some kind of professional setting or simply a blank wall. Many people actual build small sets in a corner of their home office specifically for webinars or making YouTube videos, with backdrops that work well on camera and lighting that is positioned properly to put you in the best light possible – in this case, literally.

Facial Expressions

Your facial expressions are important facets of your presentation as well. Verbal communication is only one of the ways that we communicate. As thinking beings, we are trained to look for the meanings behind words and that means facial expressions, body language and much more. Your facial expressions will be telegraphing a message to your attendees, so what do you want them to say?

Obviously, one of the most important parts of using facial expressions correctly in a webinar is to smile. Make sure that you

smile a lot as you are giving your presentation. It will make you more pleasant to watch and put your attendees at ease.

Body Language

Body language is also really important, although you might not have to worry about too much below the chest or neck, depending upon where you have your webcam positioned. Mostly, you are going to have to worry about your hands.

Many people wave their hands while they are talking or move their head. Just keep in mind that you don't want to distract them from what you are saying, so try to limit your movement as much as possible.

Diction and Tone

Your diction – how you pronounce words and your enunciation of them – is an important factor in webinars. You want to make sure that you speak clearly and slowly enough for people to follow, but not so slow that you leave them waiting for your next sentence. A natural cadence and a friendly tone will help a great deal.

One of my favorite suggestions to give to people who are thinking about doing webinars or any other sort of public speaking is to take acting classes. Acting classes are actually really good about teaching you how to talk properly and you would be surprised how the principles you'll learn will apply in situations like presenting a webinar.

Other Ideas

There are lots of other ideas to keep your attendees engaged while they are in the presentation. Here are just a few of them:

•   Give them a gift at the end: You can also give your attendees a gift at the end of the webinar. This can be anything from a digital download of a great eBook on the topic to any other sort of digital product you can offer.

•   Ask and answer questions throughout the presentation: If you want to keep your attendees engaged then ask them questions throughout the presentation. Ask things like: "Does that make sense," or "Is everyone getting that??" You can also answer questions throughout the presentation, which will keep people interested and engaged as well.

•   Ask rhetorical poll questions: Asking rhetorical poll questions is a great way to keep them thinking, because they have to engage their brain in order to come up with an answer. For example, you could ask: "How many of you have felt frustrated trying to make money online or "Who here has ever tried to start a website and failed."

•   Make sure to change things up to keep them from getting bored: Switching from one speaker to another, adding multimedia into the presentation or just taking a break for a ten minute question-and-answer session will break up the monotony and keep your people engaged.

Chapter 7: Co-Organizers, Webinar Partners & Staff

One of the best things that you can do to improve the quality of your webinars and attract more attendees is to invite people to speak with you, all on the same basic topic. Of course, if you are doing your first webinar and you don't know a whole lot of people within your niche, this might be challenging.

A co-organizer, as it is called by most platforms, is someone who is running the webinar with you. This person may or may not have administrative access to your webinar. That will be up to you. However, they will be speaking at some point so you are going to have to choose a platform that allows that.

TIP: If you can avoid it, don't add your co-organizers as actual "organizers" on the platform. That's because the platforms charge per organizer and you may have to pay a lot more money in order to have multiple organizers. Instead, try to get them in as an attendee and then unmute them and put them on the presentation screen if possible. There are tips and tricks to doing this, depending upon your platform.

Where to Find Co-Organizers

Getting someone to speak at your webinar, whether you are sharing the stage with them or not, can be difficult – unless of course you are willing to pay someone; but if that is the case, then you want to keep in mind that the more respect they command in your niche, the more they are going to charge for speaking at your webinar.

Finding them is relatively easy. Just look for other people who are writing blogs on the subject, or who have written self-published eBooks on Amazon or that have Clickbank products in your niche. Many of these people are eager to take any opportunity to promote their business so you may be able to convince them to speak for free in return for allowing them to promote their own product or service.

Approaching Co-Organizers

This is the point where many people fail to follow through. They have trouble reaching out to other experts in their niche. You have to have the confidence to do it though if you want to find extra

speakers for your webinar. Let's first go over a few ways that you can contact someone that you find online and then we'll draft an example letter of how you might contact such a person.

How to Contact Co-Organizers

•   Look for a contact form or email address on their website

•   Search for them on social media and send them a private message

•   Find out if they have contact information listed on LinkedIn and get ahold of them that way

•   Search for their business in the telephone directory

•   If they have written a book there should be an address on the copyright page. Contact the publisher if necessary

What to Say to Co-Organizers

Below is an example letter that you might use to contact co-organizers that you want to share the podium with you on your next webinar.

Dear Mr. Burns,

I happened to stumble across your blog and read several posts. I was very impressed by your information on choosing niche website keywords. I use many of those same techniques myself. I notice that you have written an eBook on the topic and published it recently. I am hosting a webinar on March 30th regarding the exact topic you discuss in your book. I wondered if you would be interested in being a guest speaker at my webinar, which would allow you to promote your book to the attendees. I am expecting between 50 and 100.

Sincerely,

Steve Eddings

Webinar Partners

The next subject that we are going to discuss in this chapter is the webinar partner. This is someone that you team up with to present webinars. One of both of you may be guest speakers, or you may take turns. Generally, when you partner up with someone, you share the profits that you make with the webinar.

This can be a really great strategy for making money with webinars, but it can also backfire. For example, you may have a

falling out with your partner and that puts your assets, not to mention your business, at risk.

•   The only time that you should partner up with someone is if the following requirements have been met:

•   You both have something of equal value to offer to the webinar

•   You are able to agree on a revenue stream that pays both of you equally

•   You have negotiated an agreement as to what happens if and when the partnership dissolves

•   You are both professionals and will not sabotage or undermine the other person's business in revenge
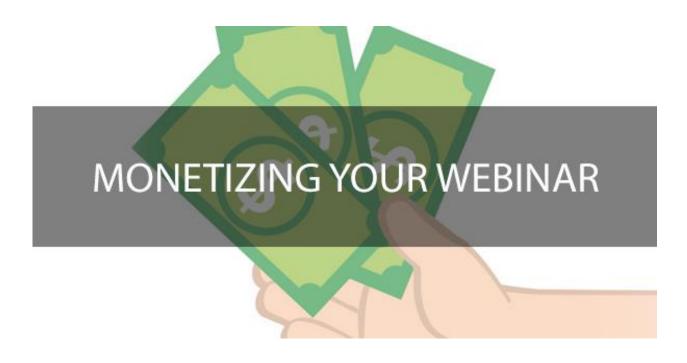
Webinar Staff

The last thing that we will be discussing is webinar staff. The bigger your webinar gets, the more people you will need to run a successful one. To start with, you will probably need a moderator, unless you have fewer than 25 people attending. A moderator can help field questions and pass on the ones that you need to answer.

However, there are other staff members that you might want in the future. Some webinars take on a very professional look, with

multiple cameras, a director, professional lighting, set designers and more. You probably don't need to do all that, but there are a couple of vital staff members that you may want to utilize.

Besides the moderator, you may need a promotional manager. This is someone who is in charge of getting as many people as possible to sign up for your webinar. A promotional manager might have a specific budget and can run ads, post on forums and do other things that bring people to your webinar page.

You might also want a social media manager eventually. This person answers your social media messages, posts about upcoming webinars and various other topics on your behalf. Sometimes, the promotional manager and the social media manager may cross paths, but you may need both all the same.

Chapter 8: Monetizing Your Webinar

Monetizing your webinar is probably your primary reason for starting one. There is nothing wrong with that and many people make a good living organizing and presenting webinars. Imagine charging $100 for a webinar and getting 50 people to show up each and every week. You will make $5000 a week.

This is obviously motivating for those who are interested in webinars, but keep in mind, in order to get 50 paying customers a week, you really have to have amazing information and be considered an expert in your particular niche. Only the best webinar presenters are making this kind of money, and it is usually a returning audience (who are using the information presented to make money in return) that are able to pull in numbers like this.

Calls-to-Action

Before we get into the two basic methods of monetizing your webinar and the instructions and tools to use them, there is one thing that you want to do no matter what method you are using. You need a call-to-action at the end of your webinar and preferably, several times throughout. A call-to-action is just like it sounds. It is a point where you prompt the customer to take action. For example, you might be in the middle of your presentation and say something like:

"I don't want to get into that concept too much right now because in a couple of weeks I will be having another webinar and we are going to focus pretty heavily on that topic. You guys can sign up for that webinar using the link below if you want."

Here is another example call-to-action:

"If you want to find out more about niche marketing, which we don't really cover in this webinar, then go to Amazon and search for my name. I've got a $0.99 eBook in niche marketing that I think will really help you with some of the concepts that you are struggling with."

Okay, now that you know what a call-to-action is, we can discuss the two basic ways that you can monetize your webinar. You can either charge for admission or you can host a free webinar and use other avenues for income. Let's go over both in detail.

Charging for Your Webinar

Earlier, we mentioned the figure of 50 attendees at $100 per head, which meant that the presenter who was doing that could make $5000 a week. Odds are, unless you have some seriously impressive credentials, you aren't going to be able to convince 50 people to pay $100 to listen to you.

Most of the time, this happens because the people are already fans of the speaker in question and have gained value from what they have presented in the past. There have been a few internet marketing "gurus" in the past decade who were able to create almost a cult following, and were able to charge pretty much whatever they wanted, because people thought that they had all of the answers.

If you can build such a following and have good information to share with them then by all means charge for your webinars. If you do not have anything yet to offer then you may want to consider the free webinar model with alternative revenue streams instead.

The Free Webinar

The free webinar is the most common type of webinar that you find these days. That's because everyone has something to promote and a webinar is such an effective way to do that. This tutorial will help you to figure out what you have to offer, or create something to offer, so that you have a great revenue stream available, even if you are offering your webinar for free.

Courses

Courses are one of the most popular things to offer these days. You can either use Clickbank or create a sales page for yourself and then build a package that will be worth the price you will be charging. For example, if your package contained an eBook, an audiobook of the eBook, a quick guide, a video to explain complex concepts and various other materials, you could charge $29.99, $59.99 or whatever price you could get. Generally, you find courses on sales pages with the 100% money-back guarantee if the customer is not completely satisfied. They are a really great way to make money if you can incorporate the sales page into the webinar somehow.
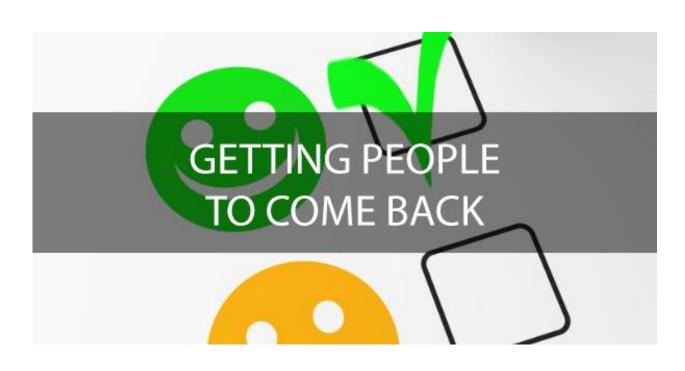
Forum Access

Another thing that you can sometimes sell is forum access, or access to a website that contains all of the information that someone needs to accomplish a specific task – such as making money online with niche sites, like the example we have been using throughout this book. The benefit of a forum is that you are able to communicate directly with the people who sign up for access and offer them advice and this can be pretty valuable to some people, especially if they think that you have the secrets to success.

Ebooks

Of course, eBooks are quite a popular way to make money all by themselves. If you write an eBook on the topic that you are

presenting and then publish it on Amazon, you will be able to make money by promoting it within your webinar. The reason that eBooks are listed separately here is that the revenue stream is a little different.

Consider this: If you price your eBook at $9.99 on Amazon, you make about $7 per sale. So, if you promoted it to a webinar of 100 attendees and 15 of them bought your book, you would make about $100. This seems like a very small amount until you consider the ramifications of those 15 sales. You will shoot up the bestseller lists on Amazon and get even more sales due to the new featured position of your ebook, and that circle can continue for a while – days, weeks or even months. Plus, if you ask your webinar participants who bought the book to review it, there is a good chance they will and a good rating will increase your sales even further.

Chapter 9: Getting People to Come Back

One of the things that you need to do if you want to be successful in hosting webinars is to get people to come back for future ones. If you cannot attract return customers, you have to start all over again with each new webinar that you do. But if you can get a certain percentage of them to come back, and grow that percentage with each webinar that you conduct, you will have a much easier time with promotion and attendance, and you can focus instead on things like product and presentation.

So, how do you get people to come back? It's challenging, because unless you have simply wowed your audience, you won't get more than one or two that going to come back. Even if you present absolutely stunning material, you still probably aren't going to get more than 5-10% return rate, even though you may have more than that sign up to come back.

This chapter will present a list of things that you can do to make sure that your attendees want to return and have every opportunity to do so. If you follow these tips, you will be much more likely to get return customers.

1.   Provide amazing content: Obviously, the most important thing that you can do to make people want to come back to future webinars is to provide amazing content. Amazing is perhaps even too subtle of a word. This needs to be content so good that they feel as if they cannot live without the next installment – like those old movie serials back in the 1930's and 1940's. Make them think to themselves "I have to attend this next webinar. I can't miss this or else my business will suffer."

2.   Be an engaging speaker that they like: Almost as important as delivering amazing content is being someone that your attendees like to listen to. If you want them to come back for future sessions, this is extremely important. Make sure that they like you and enjoy listening to you present the information. If they like you enough, they might come back even if they aren't that interested in the topic itself.

3.   Ask partway through the presentation if they would sign up for a future one: This is a terrific way to get people to enter their email. While you are presenting some particularly good information and you can tell that your audience is engaged, go ahead and direct them to a sign-up page for a future webinar. It's like if you walked into a room full of people with the most delicious hoagies in town and passed them out, and then asked people who wanted to sign up for you to bring the same hoagies next

week. Hit them while they are vulnerable and are really interested in your information.

4.   Offer them a free gift for coming to the next one: Another thing that you can do to entice people to come back for a future webinar is offer them a free gift. Tell them that everyone who comes to the next webinar will get some sort of free gift like an eBook, audio presentation or whatever you have available.

5.   Tell them what the next webinar is going to be about: It might seem rather obvious, but make sure that you tell your audience what the next webinar is going to be about when you ask them to sign up. Some people don't know what they are going to present on the next webinar and they are relying on their current presentation to attract people. But the topic is the main reason that people go to a webinar and so you will have a much greater chance of attendees signing up for a future webinar if you tell them what the topic is.

6.   Offer something special for the first 25 or so people to sign up: If you want to create a sense of urgency, offer something really amazing for the first 25 people to sign up for your next webinar – or the next 10 or 15. Choose any number you want, but you have to make it something that they can't resist. This won't work for everyone, but a couple of examples that may give you ideas include: if it is a paid webinar, offer them 75% off of the regular admission price for the first ten people to sign up right now. Another idea is – if you happen to have a library of books that you have published – a gift certificate to download a certain dollar value of your books at no cost.

7.   Convince them that attendance is very limited: The last suggestion is simply to let them know that attendance will be really limited for whatever reason, and that they need to sign up now if they want to have any chance of attending the next webinar. This won't do much but it may get you a few more signups.

Of course, the only thing that you really have to do is get them to enter their email address, if you don't have it already. You can send out marketing emails that will alert them as to the date and time of the next webinar and you will have plenty of opportunities to pitch to them if they are on your email list.

Getting people to sign up for future webinars and growing your return audience is a slow process. You first webinar, even if it is stellar, may only have one or two people who want to be notified of the next one. But as you become better at delivering the information and hone your marketing and promotion skills, you will have more people sign up that want to come back.

In addition, you will have your email list that is built from other sources, such as your website advertised through forum links or email signatures or whatever other promotion you are doing. If you keep working on it, eventually your email list will always net enough participants for a webinar to be successful.

Chapter 10: Creating a Business from Archived Webinars

In this last chapter, we're going to talk a little bit about how you can make money from your old webinars. There are some basic ways that work well, but in order to use them effectively, you have to understand them completely.

This chapter will describe these methods and give you tips so that you can use whichever one you choose (or more than one if you like) to make money from your past webinars.

YouTube

Let's start with YouTube, because it is the one that most people will be familiar with. YouTube is a video sharing platform that

allows original content creators to make money off of advertising that runs on videos. You can make money on YouTube if you can rack up enough videos that are getting daily views.

About 1000 views on YouTube is equal to $5, so you would need around 1,000,000 views per month to make a decent living. However, if you can create enough videos and they are popular among viewers, you may be able to make a supplemental income.

Keep in mind that you are going to need subscribers and likes to make it in YouTube. Check out some of the people who are currently making money on this platform if you want ideas on how to present your videos to the public.

Of course, YouTube is not the optimal platform for how-to videos. Most of the YouTubers out there have made their channel popular by releasing comedy videos, prank videos or vlogging about something interesting. But you can definitely upload to YouTube and promote to see if you can get some views that earn you a few hundred dollars a month.

Clickbank

Clickbank is the next revenue stream that we'll discuss. Now, here's the thing about Clickbank and webinars. If you direct people to buy your product through someone else's sales page, you are going to lose money. But Clickbank is a really great platform for promoting your material and getting it out there.

Here's how Clickbank works. You create a product, whether that is a complete course or just a simple eBook or video series, and you list it on Clickbank. People that want to make money online and think that they can sell your product will create sales pages and sell it for you, earning somewhere around 50 or 60 percent of the profit, while you earn the rest.

The ways that you can use this to get people to buy from you is to offer a rock-bottom, low, low price on a course, and demonstrate that the price is amazing by having it listed on other websites for full price. This is a great way to earn money using Clickbank, but with this method, you earn about the same amount whether you sell it yourself or you have others sell it for you.

Sales Page

Your own sales page is the next option on the list and this entirely bypasses Clickbank. If you want to charge $100 for your course, you get to keep every penny if you sell it yourself. Of course, this means that your webinar attendees are going to have to be convinced that your course is valuable enough to pay for.

This is actually pretty easy to do if you build your presentation around promoting the product. You can refer back to it regularly and keep dropping hints that the really big secrets to whatever problem you are trying to solve for them can be found in your eBook.

Of course, your webinars do not have to be the only method of selling your course. You can do content marketing, AdWords or

other advertising, or you can use some of the same methods listed for promoting your webinar to sell your course – namely, forums, email signatures and more.

A sales page really is where it is at when it comes to offering free webinars. If you can create a killer sales page that will talk a certain percentage of people into buying the product by the time they reach the bottom, you will have success with webinars, in the sense that you will be able to make money from them. The goal of the webinar will then be to prime the attendee for purchase so that the chance of conversion is higher.

There is something else that you want to keep in mind when it comes to webinars and sales pages. You will have much greater conversion rates for webinar attendees if you can pre-quality them before they attend the webinar. For example, you want to make sure that they would be interested in the product and you want to make sure that they can afford to buy it.
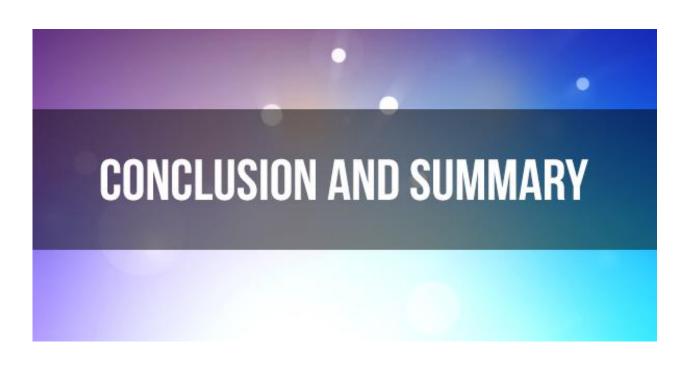
Amazon

The last platform that we are going to discuss is Amazon. Amazon is a great place to list your products because it lends to your credibility. If you have items listed on Amazon, whether they be digital books, print books, audio programs or DVD's, people are going to be more apt to buy them because they trust Amazon.

Listing your products with Amazon is pretty easy and if what you have created is a digital download, you don't have to worry much about delivery or customer service, other than answering the

occasional question or trying to make customers happy who gave you a bad review.

If you list your items on Amazon and then refer to them during your webinar, or provide links to them, you will probably end up making more money than if you listed your products on a sales page. People buy from Amazon all of the time, but they avoid sales pages because they are often poor quality products sold at very high prices.

The bottom line is that there are lots of ways that you can monetize your webinars other than charging for them. Think outside the box and come up with a creative way to turn your attendees into customers. Offer them something that they haven't seen before or present such good information that they can't wait to get other material from you.

Conclusion & Summary

Now that you know what the steps are that you need to take in order to get your webinar business off the ground you can take action. Let's review what we have covered so far.

• Webinars are some of the most effective ways to promote a product, service or business. People actually pay attention to what the speaker is saying when they attend webinars and they are more likely to buy a product from someone that they trust.

• Preparing for your webinar is the most important thing that you can do to make sure that everything runs smoothly.

• The first thing that you should look at is whether or not you have the equipment to run a successful webinar. Do you have a computer that has multiple cores and plenty of RAM so that you

can load web browsers, start programs instantly and be able to run multiple items at once, including the platform? You also need a good quality microphone and HD webcam. In addition, you want to make sure that you are on a wired connection rather than Wi-Fi.

•   After your equipment is in order, you want to choose your topic. Look at the niche that you are in and find a topic within that niche that people will want to learn about.

•   Your next step will be to promote your webinar. You can do this a multitude of ways. The most popular way to get people to sign up for a webinar is by send out email invitations but you can also use forum signatures, email signatures, conventional web advertising and much more to get attendees.

•   You'll need to do a great deal of preparation, including recording yourself giving the webinar so that you can correct any on-camera or speech problems. You will also want to do at least one full dress rehearsal where you go through the entire webinar with a few friends watching just as if it was live. This should prevent problems when you actually do go live.

•   We moved onto the things you need to do during your webinar. There is an entire chapter devoted to being the best presenter possible, including facial expressions, body language and other things that you should be aware of if you want to hone yourself into a great presenter.

•   We also discussed handling questions at length, including some examples that should show you the right away to answer an attendee's questions, and how you can manage them better during your presentation.

•   Partnering with someone or having guest speakers talk during your webinar can make the event much more valuable to the attendees who will be going. If you get the right people you can attract a huge number or attendees, even if you are charging admission. In addition, there may come a time in the future when you have large enough webinars that you need to hire staff to help you run them.

•   Monetizing your webinar can be done one of a couple of different ways but the most important thing is that you create a call-to-action all throughout your webinar. Then you can decide whether you want to charge admission for attending your webinar or if you want to bring people in for free and then try to use another revenue source like an eBook to make money from the event.

•   There were also some tips on how to make sure the people currently attending your webinar come back for the next one.

•   You can create a business from archived webinars that you have done in the past as well.

What Action to Take Next

You have everything you need to get started with the perfect webinar. You know how to choose a topic and what to do to make sure that it is engaging and holds people's interest. You also know how to monetize it and make sure that people return.

The next step from here is to attend a couple of webinars and see how other people run them. You can find them on a variety of subjects (even on running webinars) so you should have no problem attending one that fits your interests.

IMPORTANT: To help you further take action, print out a copy of the *Checklist* and *Mindmap* I provided. You'll also find a Resource Cheat Sheet with valuable sites, posts and articles that I recommend you go through.