

# Profitable Webinars Made Easy

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## **Profitable Webinars Made Easy**

Webinars are a profitable and popular way to disseminate information to a lot of people at one time. It's just like an in person seminar except that it's performed over the Internet. You give presentations just like you would in person with slides, handouts, and other companion information. It is essentially a **web** based seminar. You can teach a class, deliver a lecture, conduct a workshop, and host an interactive Q & A event via webinar.

The technology allows event hosts to deliver their information to multiple locations at the same time because the attendee simply needs to be able to sign on to a computer terminal with Internet access to participate in the event. Usually attendees can participate in a variety of ways from chatting in a chat room, to raising their hand electronically to speech, by using a microphone.

If you have a lot of information you want to disseminate to a number of individuals or groups but don't want to spend a lot of money doing it, a webinar is your answer. Participants can join from anywhere, home, work, any country -- as long as they have a computer and an Internet connection they can join.

They are economically feasible for small or large groups. What's more, they are secure, in that unauthorized people cannot enter the webinar. In most cases the participants only have to download a small program to help them access the event, have ear phones with a microphone, the special link or password to join, and they are in.

### **Why Have a Webinar?**

Many reasons for having webinars were mentioned above, but let's get specific. Hosting a webinar can advance your business to the next level. It can jump start and excite affiliates, and customers alike. Face it, events are fun but they can be expensive and hard to plan. Webinars can be planned from the comfort of your home office, or from any location with computer access and an Internet connection.

### **Lead Generation**

Webinars are an effective way to generate more leads. But you'll need to book speakers that excite your target audience. A targeted topic will also help draw both speakers and attendees. By providing targeted content through a webinar platform with planned speakers you will position yourself to become a thought leader who provides credible, valuable and usable information about your niche.

To generate leads with a webinar you'll need to ask for information at registration. That information should be sent to an email marketing mailing list segmented for potential webinar attendees. In this way you will be collecting leads via your webinar sign up process. By marketing the webinar, you're marketing your email list.

## Earn More Money

Another great reason to host a webinar is to make more money. Even if your initial goal is to get more subscribers, with more targeted subscribers you're going to generate more income in the long run. But, if you charge for your webinar you could make more money in an hour than you thought possible. Imagine if you sold the hour for just 10 dollars each. If just 100 people attend the webinar you will have earned 1000 dollars for the hour. Granted you have to spend time developing the event, but imagine if you perfect the event and create a series conducting weekly webinars. How will that add to your bottom line?

## Advance Content Marketing

The other thing that webinars do is simply disseminate content in a new way. From one hour long webinar you can create a year's worth of content all from one event if you set it up right. Just get four to six speakers, record the event, then repackage the event in multiple ways to generate almost unlimited content all year long.

Once a webinar is over you can break it down to shorts that you use in your email marketing blurbs or as an eCourse. You can also transcribe it and create an eReport out of the event. Some people are creating Kindle books out of webinar materials. The sky is the limit with the amount of and different forms the content can take from just one webinar event.



## Customer Satisfaction

Sometimes your goal is simply to improve customer satisfaction over a product. You might invite only people who have bought your product or service to a webinar that is exclusive to them. Your goal in this case is perhaps to conduct a Q & A to help customers utilize a product or service more fully.

Your objectives for having the webinar can be more than one of the above, but it's better if you focus on just one or two objectives in order to create marketing materials that work. Determining objectives and setting goals indicates what metrics to study when deciding whether your event was a success or a failure. Having metrics to look at will assist you in perfecting future webinar events by identifying what works and what doesn't work. By doing so, you'll be able to develop a best practices manual for webinars of your own that is fully targeted to your unique market.

## Choose Your Technology

Once you've decided your topic, objectives and goals it's important to choose what kind of technology you need to market the webinar, perform the webinar and follow up after the webinar in order to reach your stated goals.

### Webinar Technology



You'll need to choose which type of webinar technology you need based on your goals for the event and your budget. Keep in mind that you want it to be user-friendly, look professional from the viewpoint of the customer, and fit into your budget.

To determine what type of webinar technology you want to use think about how you want it to function and what type of presentation you're going to give. Then choose the software that best fits with what you need right now. You can always switch webinar technology later.

**Most webinar software offers some or all of the following features:**

- Break-out Sessions
- Enabled to Present Slides (Power Point)
- File Transfer
- Polls and Surveys
- Recording Ability
- Screen or Desktop Sharing
- Sharing of Hyperlinks
- Text Chat
- Tracking of attendance
- Two Way Audio
- Whiteboard
- Ability to Charge for Event

There are many inexpensive webinar technologies available such as [Adobe Connect](#), [Any Meeting](#) and [Click Webinar](#). Each of these has various parts if not all of the features listed above. No matter what other people recommend, it's important that any technology you choose works for you.

- ✓ **Adobe Connect** -- For about 45.00 per month you can host meetings for up to 25 attendees. They also offer a per user version that is .32 cents per minute per user. Offers chat room, white boards, desk top sharing, PowerPoint and multiple file types are supported.
- ✓ **Any Meeting** -- The non-ad supported cost is about 69.99 a month for up to 200 attendees. This meeting software has basic features such as custom registration forms, email invitations and ticketing when integrated with PayPal. You can record events.
- ✓ **Click Webinar** -- Touts itself as the "world's easiest webinar software" offers rebranded systems for up to 100 attendees for 79.00 per month. There is moderated and private chat available as well as browser sharing. You can record events.

Which technology you choose will depend on your goals, your budget, and what features you believe that you need. Most of these offer a free trial so that you can try out the technology before you buy. Try the technology out well before the event, buy the technology and have a practice run on the event in advance.

**Word of Caution:** To perform a profitable webinar, don't try to use free software. You really do need, at a minimum, the ability to avoid advertising during your event, the ability to present slides, two-way and one-way audio choices as well as the ability to record the event for us later. While free can sound good, it's never a good idea when it comes to hosting profitable webinars.

**Tip:** If you don't want to deal with the technology aspects you can outsource to a Virtual Assistant who specializes in coordinating, planning and hosting webinars on your behalf. With a Webinar VA you'd simply have to give her your materials and agenda and show up while someone else handles the technology.

## Shopping Cart Technology

To have a profitable webinar you also will need some form of shopping cart technology. If your webinar software doesn't come with the ability to charge for the event, or you're selling something during the event that you want people to buy due to the event, you'll need to choose a shopping cart technology.

There are many different choices and like the webinar technology, you need to understand your purpose and goals before you choose. This is the only way to know what

features that you must have, and what features are optional. In fact, even if your webinar software has the ability to sell tickets to your event, you'll still need an outside shopping cart for attendees to purchase products and services that you are recommending.



Buy Now

### Features to look for in your shopping cart technology:

- Affiliate Management
- Customer Login
- Digital Downloads
- Discount Coupons
- Email Marketing Ability
- Great Customer Service
- Marketing Ability
- Mobile Friendly
- Multiple Payment Processing Options
- Online Store
- PCI Certified
- Social Media Integration
- Tracking & Metrics
- Upsell & Cross Sell Features

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You have many choices, but three that you can look at are, [Volusion](#), [1shoppingcart.com](#), and [E-Junkie](#) are very different choices but you can probably find something that you can afford and make work for your business. Again, don't choose the cheapest thing and expect it to work for you long-term.

**Word of Caution:** Choose the software with the features you need and that can grow with you. Switching shopping cart technology later can be done, but if you pick something that can grow with you now, you will be happier. Choose something that has a track record of providing services long-term and has had recent updates.

**Tip:** There are professionals who will set up your shopping cart software for you. If you simply do not have time to learn the technology, or just don't want to, look for a Virtual Assistant or service provider who specializes in offering assistance with shopping cart technology. If you know you want a specific type of cart, be sure to check that your service provider works with that particular technology.

## Mailing List Technology

You also need some sort of mailing list technology. This will enable you to keep a list of everyone who signed up to attend the webinar so that you can send them information pertaining to the webinar before the webinar, give them reminders about the webinar so they don't miss it, and then follow up after the webinar for an opportunity to upsell and cross-sell other merchandise.



### Features to look for in your mailing list technology:

- Autoresponder Features
- Tracking Features
- Excellent Customer Support
- Social Media Integration
- Double Opt In Ability
- Contact Management
- Subscriber Segmentation
- Email Templates
- Sign up Forms

There are a few choices of mailing list technology for you such as [Aweber](#), [MailChimp](#), and [iContact](#). These three give you pretty much all the features you would expect from mailing list software. The best software is cloud based so that you don't have to host it yourself. While sometimes the thought of more monthly fees can get to you, it's more than worth it for peace of mind and easy access to the software.

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**Word of Caution:** Mailing software is difficult to change once you get started. It's hard to get people to switch from one list to another so choose a software that can grow with you and that has a proven track record of longevity.

**Tip:** At the very least get email software that allows for segmentation, double opt-in, automated subscribe and unsubscribe features, and easy to understand reports and metrics. Like with the other software you can hire experts who will run your entire email campaigns for you, uploading emails, and dealing with the technology for you.

## Determine Your Webinar Topic

To choose an effective topic study your target audience. It's important to understand all the demographics of your audience in order to be able to get the topic right. It also helps to be up-to-date about industry news. You can also survey your current audience to determine topics that they'd choose to attend. To get started thinking of different topics, try brainstorming some ideas by asking these questions.

- What are the problems that you can address and solve that might cause them to be interested in your webinar?
- Do you already have a blog post or an eReport that involves a numbered list of tips to help solve a particular problem that your target market has?
- Do you have some case studies that describe client success following an eCourse or eBook that you've put out previously?
- Are you aware of current trends within your industry that you would be comfortable expounding on in a webinar?
- Do you have a new product launching soon?



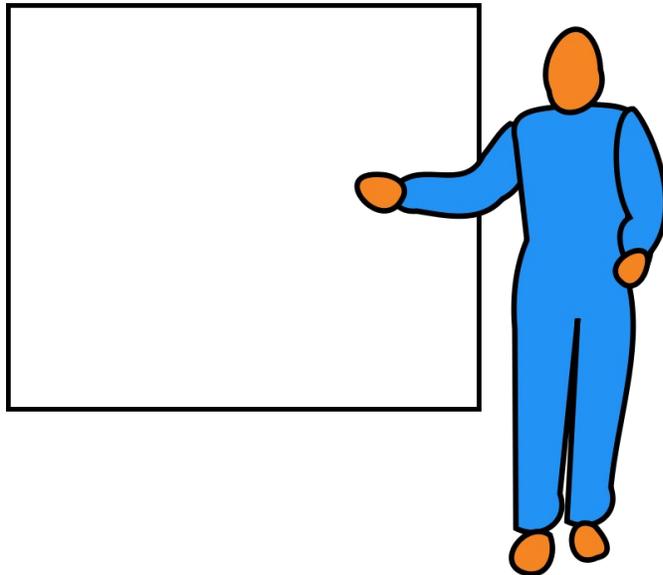
Any topic that fits your niche audience and addresses and solves the problems that they experience will be a success. Remember always, that in anything you do for your audience, it's about them, not you. They want solutions. If you can keep that fact straight as you formulate your topic and the information that you will present, you'll have a very successful webinar.

## Find Speakers & Presenters and Keep Them Organized

It's really uncomfortable to do a hour long webinar on your own. Plus, it can get boring to the attendees. So, instead of doing that find speakers and presenters for your webinar. More speakers will mean more information, plus more attendees because each speaker will attract their own audience. This works best if the speakers aren't direct competitors but promote complementary products and services to the same target audience.

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## Look to Your Network



You can find speakers in a variety of ways depending upon your topic. Some topics are easier to come up with speakers than others. But you can find them through your networks, and plan the event together, or you can plan the event, and the topic, and then invite people whom you've identified as movers & shakers within your target audience community. It is highly suggested that for your first multi-speaker webinar that you plan it in advance and invite the presenters.

### Set Expectations in Advance

When you invite anyone to present it's important to set expectations in advance with some kind of formal agreement. It's a

good idea for you to have content approval and deadlines for participants to produce. In addition, set dates for and require attendance to practice sessions. If you have open communication and set expectations from the beginning you'll have few problems.

### Send Information ASAP

If you are going to use any collaboration software, or any other software that requires special logins it's important to send them to the presenters as soon as you get them. If you've received questions from your target audience from your email marketing campaigns your presenters need to know what they are. Any information that you should share, do it immediately so that the presenters have plenty of time to act on it.

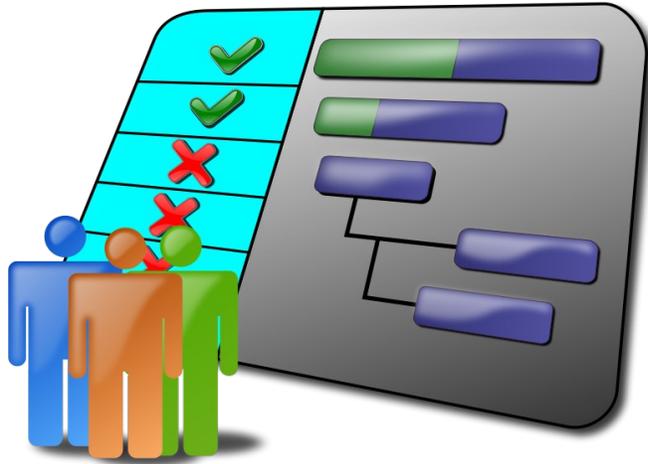
### Keep Open Communication

Set up a shared calendar for all speakers for the event. In addition, it will help to have a space for all information, handouts, special offers, and presentations to be uploaded. A shared [Dropbox](#) might work, or a project management system like [Basecamp](#) will work well too. Add them to an automated email list that will send out reminders and information leading up to the date of the event so that no one forgets to show up or do their part. This is a great way to put on a professionally produced webinar event.

By choosing people that you know, or know about, setting expectations in advance of them even agreeing to participate in the event and keeping communication open throughout you're sure to experience few problems with the presenters for your event.

### Develop Webinar Registration Procedures

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Do you understand how attendees will register for your webinar and what happens to the information once they register? This part takes great understanding of the technology that you are using to conduct the webinar. You want the process to be simple and easy. If it is too complicated people will not join. Ensure that the system works and is sending confirmations to attendees.

## **Create and Collect Webinar Presentation Collateral**

Every speaker or presenter should be responsible for their own presentation collateral in terms of PowerPoint slides, video that they want to use, and images for all the sales pages. Set up a schedule of when each part is due so that everyone can do their part to ensure that tasks are completed on time. Have a repository such as [Dropbox](#) or [Basecamp](#) for all the information so that each person can grab what they need to complete their tasks.

## **Determine Your Webinar Marketing Strategy**

When you decide to have a webinar it's important to know why you're having it and what your goals are in having it. You must know who your target audience is. Knowing what they want and need is an important factor in marketing your webinar.

If you don't know who your target market is, you need to figure that out before going further. Ask yourself, "Who has bought from me in the past?" or "Who do I want to buy from me in the future?"

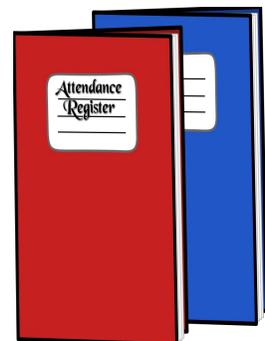
Then, design your marketing to match. Once you've determined your audience and your topic then you'll need to get on with determining your webinar marketing strategy.

## **Decide Webinar Objective**

Is your objective to gather leads, make a specific number of sales, increase customer satisfaction, or something else entirely? Be very specific about the objective of the webinar so that you set up all aspects of the webinar with the objectives in mind. Write down your objectives.

## **Set Sales Goals**

You may actually have zero sales goals in terms of product sales. Your goal might be to get 500 new email subscribers. Whatever your goals set them now based on your webinar objective. Write down your sales goals.



## Set the Date & Time

Choose a time and date that most of your target audience will be available. Having the time and date in advance is essential to planning a successful webinar. Try to choose your date six weeks down the line so that you have enough time to plan and market the event. Document the date and time in your event calendar.

## Identify Resources

What contacts do you have already? Consider past event attendees, customers, guests and current email list subscribers. Aside from people resources, how much money and time can you spend putting on the webinar? Know in advance what you have, so that you can work within those restrictions. Write down your budget in a small spreadsheet so that you can keep track of your expenditures. Later you'll be able to include your sales from the event to track profit.



## Create Your Special Offer

Each speaker should have a special offer for attendees, it needs to be created as soon as possible because it needs to be mentioned in the sales copy. The special offer should be applicable to the event and the target audience and not outside, unrelated products and services.

## Write Sales Copy

Sales pages, pay per click ads, social media ads, affiliate marketing ads, etc... all need to be created as soon as you know the topic, speakers and date.

To create a good sales page and emails remember this: Intro, body with bullets, conclusion and call to action such as a registration button. Inside each areas you should have keywords. Test out different CTAs to ensure that everyone who wants to will sign up. Also include social media buttons so that people can share the information.

## Create Graphics

All speakers should have headshots, a blurb about them, and information about what part of the even they will be presenting. Plus, if they are giving out any handouts, freebies, or other information graphical representations should be created. Other graphics would be banners and buttons for advertisements and images to use within your own presentation. You can ask that your presenters contribute their own graphics to the event.

## Obtain Testimonials

Ask for testimonials from people who have already used your products and services or attended one of your events. Having these testimonials on your sales page with headshots and

links back to their own websites will encourage more attendees. After this event is over, send a survey to people who attended the event and ask for testimonials. Do this as soon as possible.

## **Follow Up**

The real value for you in webinars is what happens after the webinar. Whether your goal was to gather more leads, or sale more product and services you will at the very least get sign ups from people who registered for the event. Now, you can market to them via email in a way that can't be done by a one off advertisement.

Planning in advance every aspect of your webinar event from pre-event preparation to post event is an important part of conducting a successful and profitable webinar. You really can't wing it for a webinar event. There are too many things to coordinate from the speakers to the technology, to how you will follow up with the attendees.

## **Conduct Your Webinar: Best Practices**



It's important to understand how to conduct a successful webinar. Your actual tasks will depend on your technology and the help that you have but in general these tips will be important to learn if you want to conduct a profitable webinar. Consider these webinar best practices.

### **Remember Time Zones**

It happens that sometimes people get mixed up with the time zones and miss a webinar even if they're speakers or the organizer. Ensure that you understand the time zones and that your computer is set correctly. You can use Google

Local Time Feature to find out what time it is elsewhere. In the search box type "time location".

### **Remind Everyone**

Using the email list software set up reminders that count down to the event for both attendees and speakers. You can even insert reminders to the speakers to "send tease to your list" or "hey today your content is due send it to xyz now please" and so forth. Reminders never hurt anyone and will ensure a better turn out all the way around.

### **Practice, Practice, Practice**

You and the other presenters need to practice with the technology before the event. Do a complete dress rehearsal. You can even invite a special audience for the dress rehearsal to make it even more complete with audience participation.

### **Test the Technology**

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Ensure that you have good Internet service and that your speakers understand the Internet requirements. Often, using wireless can mess up VOIP, sometimes it's okay. It depends on what technology you chose. Read their requirements and conduct a test to ensure it works. Test your local tech too, such as your speakers, ear phones, desk top and anything else you plan to use during the presentation.

### **Choose a Moderator**

This can be your webinar specialist, you, or someone else who is good at time management. The moderator is going to be responsible for ensuring that everyone sticks to their time limits and Q & A doesn't get too carried away. Sometimes moderators are also in charge of technology, so be sure that everyone knows what they're doing.

### **Provide an Agenda**

In one of your reminders before the event provide an agenda to the attendees. They'll appreciate seeing what is going to happen during the event and it will get them excited to attend.

### **Start on Time**

All speakers and presenters should arrive early to the event even though it's a webinar so that you can start exactly on time. Guests will not like having to wait on anyone to get started. If someone is late, have a plan in place to switch the order of events. Attendees will get frustrated and leave if you wait around for people who are tardy.

### **Be Human**

One thing that webinars sometimes miss that in person events don't is the humanity. Sometimes people giving a presentation online are more stilted and guarded than they would be in person because they are taking in the audience's reaction. With an online webinar you cannot see anyone's face. A good suggestion is to suggest that each speaker / presenter post a mirror where they can see themselves talking so that they can maintain a human connection. Sounds weird, but it works.

### **Use Video**

Mix up presentations from just PowerPoint to other types of information by adding in some video to your presentation. A lot of webinar software today allows the group to watch and hear YouTube.com videos or to upload video to the system for hearing and viewing. This will create more interest and make the presentations more exciting.

### **Open Group Chat**

Many webinar software offers the ability for the attendees to chat among themselves during the event. The reason this is a great feature is because it offers the social proof that other people are there attending, right now. People will feel part of a group instead of alone. This is one huge

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way in which webinars differ from in person events where talking during the event is discouraged.

## Ask for Audience Participation

It can get boring sitting there looking at a screen. If each speaker offers a short Q & A session after their presentation the audience will feel more awake and in tune to the event. Most webinar software also allows for instant surveys and polls to be performed during the event, make use of these at least once per speaker for best results. Plan in advance how many questions, or pick a time limit and stick to it. The moderator should be in charge of ensuring that the time is managed appropriately.

## Get Assistance

It can't be said enough but putting on an event, even a webinar can be challenging and time consuming. Depending on your own comfort zone you may want help with the technology, or you may need help getting all the materials prepared to the highest possible quality, or both. There are many virtual assistants who specialize in webinars who are ready and willing to help.



By incorporating these webinar best practices into your planning, you'll create a situation where you cannot have anything but a successful, profitable webinar. After all, you want to succeed with your webinar.



## Create an Email Marketing Follow Up Campaign

As you see, the webinar marketing strategy is not over when the webinar is over. You must follow up with both attendees and those who missed it to get the full benefit out of conducting a webinar in the first place. Let's go a little more into following up.

Most of the money making occurs after the event is over, during the follow few weeks and even years later if they remain on your mailing list. Many sales will occur within the first week of the event when the attendees go over the material, look at the special offers, and utilize their coupons. There are ways to increase sales both directly after an event, and in the later weeks and months past the event.

## Offer the Recording of the Webinar

Once the event is completed you can offer the recording of the event either for free to attendees or as an up-sell after the event. Whether you offer it free or for a fee will depend on whether the event was a paid event or a free event. If it was a paid event up-selling access to the recording is a good option. If the event was free, it's better to just send the entire recording to all subscribers as well as post it on your website.

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Optionally, you can offer another event as a viewing of the recorded webinar with a Q & A session after the recording is shown. This gives you an opportunity to have another quasi live event without having to do the entire thing over again. Any of the speakers could do this on their own with a copy of the recording hosting their own Q & A after.

### **Send a Survey to Attendees**

It was mentioned earlier, but it's important enough to mention it here. Create a survey prior to the event to be sent out automatically a few hours after the event is complete. Ask them questions about the seminar and ask for feedback regarding possible topics they'd like to see in the future.

Offer an additional incentive such as a percents off coupon or an unannounced special offer or freebie to people who complete the survey. A good idea might be to have each speaker create a check list or one page of information such as step-by-step instructions for their topic then package that together as an incentive.

### **Send a Thank You to Attendees**

Within 48 hours of your webinar send an email Thank You message. If you promised any additional information during the webinar this is a good place to include it. For instance, during a live event it's possible that someone asked for information during the Q & A that you needed to send out, do it now. Everyone will be happy that you are sending the information and that you heard them during the live event.



This is also a good place and time to send out a link to or an invite to the recorded event. Some people like watching events over again, especially if they got distracted during the event by something at home or in the office. Being able to see it again will reinforce anything that was taught or brought up.

If you made contact with any one individual that wants a personal follow up, based on the Q & A, or the survey, follow up within 7 days to be most effective. People have short attention spans, the first week after the event is very important so be prepared in advance with the content loaded into your email marketing system in advance as much as possible.

### **Wrap It All Up**

Conducting a profitable webinar takes planning to accomplish. But, once you do one, you'll see for yourself how easy it is to build your mailing list, attract new audiences, and reap the benefits of increased profit. Whether you use webinars for training, product help, list building, or to promote new products is up to you, either way you'll discover that webinars are simple, fun and profitable.