

Profitable Webinars Made Easy



**Disseminate
information to
a lot of people
at one time**

Why Have a Webinar?

- Lead Generation
- Earn More Money
- Advance Content Marketing
- Customer Satisfaction



Webinar Technology Tips



- Choose user-friendly and professional software
- Try the technology out well before the event
- Get a virtual assistant to set everything up for you to save time

Shopping Cart Technology

- You need a shopping cart to sell products and services.
- Cheapest is not always best
- Choose features you need and that can grow with you.



Buy Now

Mailing List Technology



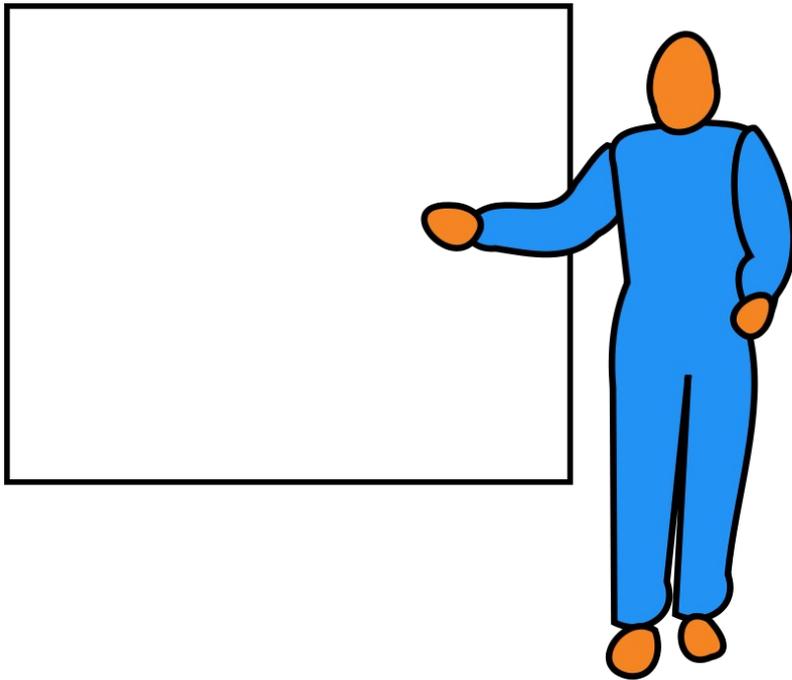
- Send information pertaining to the webinar, give reminders, and follow up after the webinar.
- Get software that allows for segmentation, double opt-in, automated subscribe and unsubscribe, and reports and metrics.

Determine Your Webinar Topic

- Problems you can address and solve?
- A blog post or report you already have that solves a problem of your target market?
- Case studies that describe client success?
- Current trends within your industry?
- A new product launching soon?



Find Speakers & Presenters



- Look to Your Network
- Set Expectations in Advance
- Send Information ASAP
- Keep Open Communication

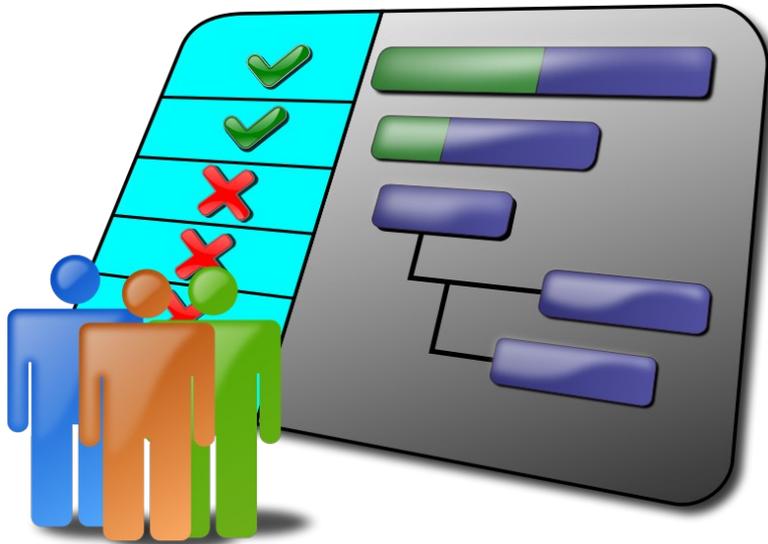
Webinar Registration Procedures

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.



Manage Webinar Materials



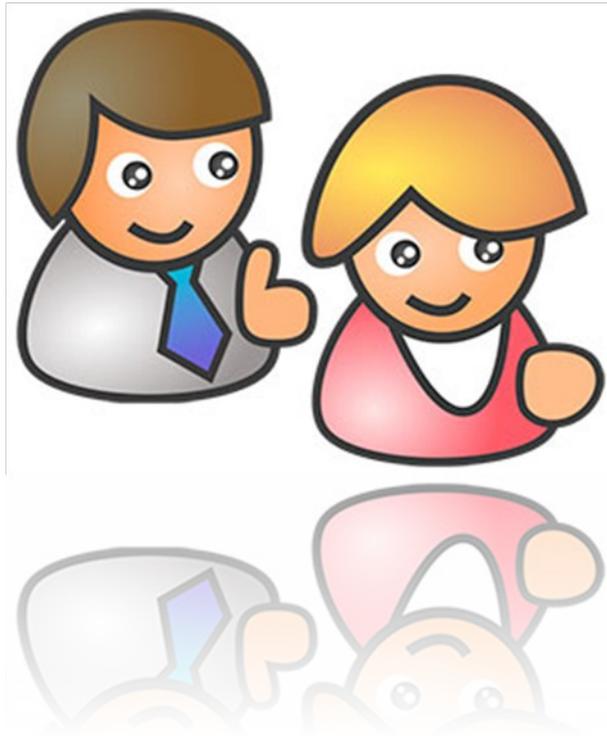
- Every speaker or presenter should be responsible for their own presentation materials
- Set up a schedule of when each part is due so that everyone can do their part to ensure that tasks are completed on time.

Webinar Marketing Strategy

- Decide Webinar Objective
- Set Sales Goals
- Set the Date & Time
- Identify Resources
- Create Your Special Offer
- Write Sales Copy
- Create Graphics
- Obtain Testimonials
- Follow Up



Best Practices



- Remember Time Zones
- Practice, Practice, Practice
- Choose a Moderator
- Provide an Agenda
- Start on Time
- Be Human
- Use Video
- Open Group Chat
- Ask for Audience Participation
- Get Assistance

Email Marketing Follow Up

- Offer the Recording of the Webinar
- Send a Survey to Attendees
- Send a Thank You to Attendees



Wrap It Up



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.

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\$10.29/Month