The Webinar On Webinars





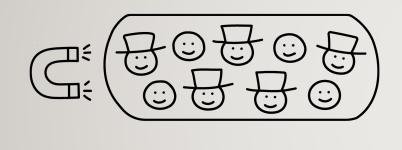


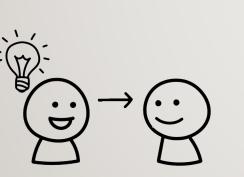


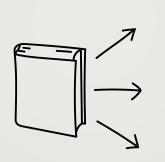
TODAY

- Webinars!
- Why we do them
- The steps involved
- Our solution to the problem
- The post-webinar work
- Tools for you

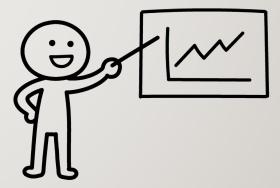
WHY DO IT?











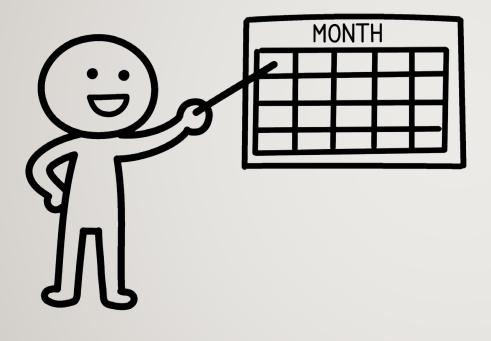
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LET'S START WITH THE END

- What do we hope to happen?
- What we will offer to make it happen?
- Thinking 5th sale first, how can we help educate and inspire prospects?

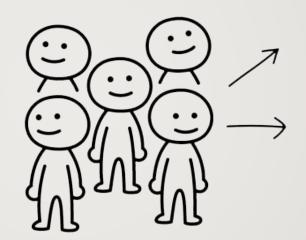
LET'S TALK: THE SCHEDULE

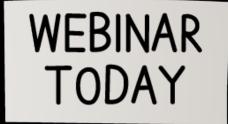


- Go Date/Time
- Reminders
- Week before
- Week before that
- Week before that

LET'S TALK: ORGANIZING

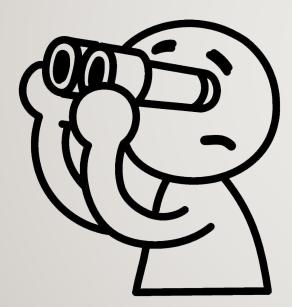
- In house list?
- Cold vs. Warm
- Numbers to expect
- The Show Must Go On





LET'S TALK: CONTEN





- Make a list (co
- Get feedback
- Pick one
- Outline
- Interviews
- PPT/Video/Solo/Practice
- let's start with why - 10s of thousands of impressions
 - thousands of "lookers" hundreds of registrants 437 uniques 1 year (10 webinars)
 hundreds of attendees, 10-20 new followups a month, dozens of new orders
 organic traffic up Let's start by beginning with end in mind - what are you hoping to accomplish - more leads - more awareness - teaching on topic Let's talk about the schedule - go live time day of reminder (extra 10% attendees)
 early in the week reminder week before reminder
 week before topic email promo - week before topic let's talk about organizing do you ahve a list?
 cold expectations vs warm - numbers to expect - the show must go on let's talk about the scary part - content - brainstorm topics - common questions are best - don't worry about sharing state secrets - get feedback from custs pick anything to get started
 outlines rule - interviews rule - powerpoints stink video is hard - solo is hard - practice once let's talk about technology - we use source termotogy - we use gotome-upgrade for webinars - we've used gotometing, google, Clickmeeting, freeconferencecall, streaming - \$50-75 a month for up to 100 users, all we ever need - interactivity is available, but we haven't cracked that code - looking for <u>stablity</u>, good recording, usability for users - ubiquity helps - zoom is now almost universal

webinar on web

let's talk about the promo approach - we're down to 3 touches - email is #1

Intro

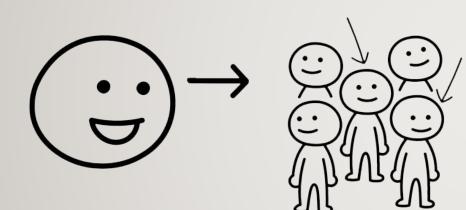
what we'll cover today

LET'S TALK: TECHNOLOGY

- We Zoom
- \$50-75/mo 100 users
- **Tried:** GoToMeeting, Webex, Clickmeeting, FreeConferenceCall, Google, streams, others...
- Recordings are key



LET'S TALK: PROMOTION



- 3 Touches
- Email is #1
- Audience Ads
- Invites are impressions
- Engagement numbers

LET'S TALK: THE LIVE EVENT

- PPT
- Conversation +
- Don't watch attendees
- Use helpers
- Start on time
- Record it





LET'S TALK: POST-EVENT

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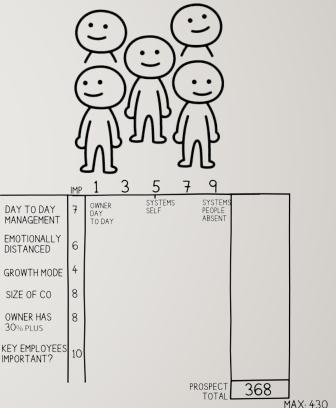
Recording to YouTube

Slides PDF

- Transcript on page SEO
- Send to registrants
- Schedule future share
- Move on!

LET'S TALK: FOLLOW UP

- Score the participants
- Follow up
- Do the next one!
- Ads to promote best ones to prospects



WRAPPING IT UP

- BEGIN WITH END IN MIND
- GET IT ON THE SCHEDULE
- ORGANIZE EVERYONE, EVERYTHING
- FOCUS ON THE CONTENT
- SET UP TECHNOLOGY

- PROMOTE IT
- THE LIVE EVENT DAY
- POST EVENT SCHEDULE
- FOLLOW UP



WAYS WE CAN HELP

- SAMPLE TIMELINE
- SAMPLE OUTLINES
- SAMPLE EMAILS
- SAMPLE FOLLOW UP SCRIPTS
- OUTSOURCED HELP

THANK YOU! CALL IF YOU NEED HELP.

The Webinar On Webinars









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