Expert Niche Academy – Webinar Checklist

BASIC STEPS TO A SUCCESSFUL WEBINAR

1. Create the webinar presentation and registration page

2. Promote the webinar

3. Hold the webinar

4. Follow-up if you didn't make a sale or tell them about an up-sell product or service special

Webinar Stats

- Attendance Industry average is 20%

- Most guests arrive 5-10 minutes late

- Intro time should be between 5-10 minutes

- Peak time for audience's attention is the 20 minute mark

- Product price range should be between $97 – $15,000

- Sweet spot price is between $497- $997

- If you promote a lower priced item add an up-sell product like coaching

Decide on Date & Time of Webinar

- Decide on a date for the webinar. Tues, Wed & Thurs nights are best, but design it around your audience.

- Decide on the time of webinar. 9pm EST is a good time but again hold it when it is the best time for your audience.

- Include a time converter in your invitation:
http://www.timeanddate.com/worldclock/converter.html

Outline For Your Registration Page

- Create a registration invitation with a sign-up link using your webinar platform.

- Have an attention grabbing headline i.e. "How To Get 10,000 Subscribers in 48 hours"

- List the benefits of what they will learn (hit pain points) and why they should attend the webinar

- Put a headshot of who is hosting the webinar

- For the opt in ask for their name and email address or email only

- Keep it clean and simple

Presentation Outline For Your Webinar

- Start with a photo and bio, story of you

- If you have a guest speaker add something about their story, achievements

- Add any facts about your products industry if you have them

- Tell them about your struggles and challenges

- Then discuss how you overcame your struggles and how your life is now

- Introduce your product and list the benefits

- Give away some of your best content but not everything, keep them wanting more

- On the last slide put the sign-up link for tonight's 'special' discount

- Add a 30-Day Guarantee image

Tips For Creating A Captivating Presentation

- Use black for text and red for slide titles

- Add a title on the top of all slides

- Add images for visual interest

- Add effects, and transitions to keep it interesting

- Optional: use a custom theme (hire someone on fiverr.com or imgigz.com)

- Optional: put the presenter's photo on the right side of slides, if you do this you need to change the page set-up from on-screen show (4:3) to (16:9)

- Place your website URL in the bottom bar of the slides on the right side

- Place your logo in the upper left hand corner

Tools to Create Presentation Slides

Prezi http://prezi.com/ free

Google doc's https://docs.google.com/ free for Gmail accounts

280 Slides http://280slides.com/ is free

Sliderocket http://www.sliderocket.com/ is free

PowerPoint http://office.microsoft.com/en-us/powerpoint/

Keynote for Mac's http://www.apple.com/iwork/keynote/

Optional: inexpensive headset - Logitech ClearChat wireless, Plantronics or more expensive: Snowball or Samson CO1U microphone

Graphics

http://www.presentermedia.com/ graphics for PowerPoint templates

http://www.presentationpictures.com/

http://www.clipart.com/en/ unlimited clip art and stock photos

http://freestockphotos.com/

http://www.istockphoto.com/

http://www.gettyimages.com/

http://photobucket.com/ free hosting site for your photos

http://presentermedia.com

http://animationfactory.com

http://www.templateswise.com/ Free PowerPoint Templates

Webinar Platforms

www.google.com/+/learnmore/hangouts free video/chat for up to 9 people

www.google.com/+/learnmore/hangouts/onair.html broadcast to the world, records to your YouTube channel

www.anymeeting.com free for up to 200 attendees

www.mikogo.com free desktop sharing platform for up to 10 people

https://join.me/ free desktop sharing for up to 250 viewers

www.meetingburner.com/ free for up to 10 people

www.gotomeeting.com/fec has 30-day free trial. It's expensive but reliable

www.online-stopwatch.com/ get on your webinar early and use this countdown timer to let people know when it will be starting

www.techsmith.com/camtasia.html

http://screenflow.en.softonic.com/mac for Mac's

Promote & Promote The Webinar

- Start promoting the webinar 3-5 days before the actual date

- Send an email to your list with the registration link

- Create an event on Facebook, Linkedin and message all Social Media friends

- Create a Facebook ad (optional depending on your budget)

- Schedule tweets with shortened link of registration (use bit.ly to shorten link)

- Find a JV Partner; create a JV Sales Page, and email auto-responders for them

- Submit your webinar event to a few webinar directories:

http://www.eventspan.com/ promotes your webinar and track it

http://www.webinarhero.com/home/ list and promotes your webinar

http://www.webinarlistings.com/ list your webinar

http://webinarboxoffice.com/User/ list your webinar

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- Wait 24 hours and promote the webinar a 2nd time

- Wait 24 hours and promote the webinar a 3rd time

- Final promotion on the event day with registration link

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Set your Email auto reminders to those that have registered:

- 2 days before the webinar

- The morning of the webinar

- 1 hour before the webinar starts

- Ten minutes before the webinar starts along with a text message if available

Live Webinar Outline

- Login to your webinar platform 20 minutes early and have a countdown reminder and announce that the webinar will be starting shortly http://www.online-stopwatch.com/

- Put a note on a page informing attendees that if they can't hear the audio to dial in to the number

- Start your webinar ON TIME. Be respectful of your guests' time.

- Tell them what they are going to receive by attending your webinar

- Start your presentation and keep the mood positive and upbeat

- If you have a guest speaker give them an impressive introduction

- Once you start make sure you are energetic and interesting

- At the end of your presentation tell the audience you wish you had more time to go over even more material but they can find out more at…HAVE A STRONG CALL TO ACTION!

- Then run through the product or service you are promoting, the price and the bonuses for "tonight only". HAVE A STRONG CALL TO ACTION!

- Remind them of the 30-Day Guarantee

- Provide the link of where they can take action and sign-up

- Have Q&A for about 5 minutes and keep the sign-up link up for them to view

- Give final reminder of deadline for bonuses and 'tonight only' price

- At the end of you webinar always ask them to send their questions to your email address or post them on your blog/FB fan page

- Thank everyone for attending the webinar and log off.

The Following Day

Send a thank you email to those that attended and registered for your webinar with a recording of it.

Make sure you deliver the product or service ASAP and answer any support emails in case someone is having a problem.

Excellent customer service is key!