

PLR Report purchased at www.plrmonthly.com

Welcome to PLR Monthly and your PLR Report. We hope you enjoy the report and all it has to offer.

Please remember to check out the all the video tutorials available to you in the VIP [PLR Monthly](#) Members area.

Have you considered an affiliate program for this eBook so you can earn an extra income?

Since the eBook is PLR then you can promote PLR Monthly quite easily by signing up here:

<http://www.plrmonthly.com/affiliates/>

Thank you and we hope you enjoy the eBook.

PLR Monthly Team

How to Conduct a Successful Webinar

By: [your name]

Contents

Conducting a Successful Webinar Every Time	4
Can You Create a Webinar That Works	4
Slide Shows in Webinars – To Use or Not to Use.....	5
Webinars as a Company Training Tool.....	6
How to Promote Your Webinar With Email Invitations.....	7
Why You Should Take Advantage of a Webinar	8
4 Effective Ways to Run a Successful Webinar	9
Top Tips and Tricks to Make Your Webinar a Success	9
Choosing the Webinar App That’s Right for You	10
5 Great Tips to Produce a Winning Webinar	11
Do You Know the Secret to Holding a Successful Webinar.....	12
8 Tips to Successful Webinar Hosting	12
How to Add Interest and Engage Your Webinar Audience	14
Do You Know How to Run the Perfect Webinar	14
How to Create a Webinar That Works	16
How to Plan a Webinar That Works.....	16
4 Things You Shouldn’t do With Your Webinar	17
Improve Your Webinars With These Great Tips!	18
Promote Your Webinar Using Google News	19
The 12 Step Program for Webinar Success.....	20

Conducting a Successful Webinar Every Time

One the latest ideas to hit the web is the use of the webinar (web + seminar). A webinar is presented online and delivered to the masses through the internet. It makes sense to use a webinar from many different vantages – it provides you with a very cost effect method to deliver a message anywhere on the planet.

Employers don't have to run numerous seminars across the country wherever they might have a business located. There is no longer a need to have employees leave the office as they can attend any seminar right from their current location, and the same applies to customers and potential customers.

The webinar has proven to be the perfect venue for business owners to present formal presentations. While the technology is straight forward, it seems that the human touch is missing, and that has been the biggest drawback. Some days you just need to make eye contact.

One way to make that better for your audience around the world is to have a live audience in your webinar, and allow them to participate – that sharing of ideas and interaction helps you to connect with your audience miles away. It also helps you to judge whether you are speaking too fast, moving too slowly with your presentation, or catch an idea that doesn't make sense, just by the body language of your live audience. You can then adjust accordingly. There are webinar client tools designed to simulate this action but really, it just becomes something else that you have to be concentrating on.

Your live audience doesn't have to be huge. It's okay if it is just a handful of live members. Even a few friends' works – nods show you are making sense, smiles show that things are moving nicely, and frowns mean you need to explain better.

Another thing you can do to make your webinar more natural is to stand up. It's common to sit down in front of a computer to conduct a webinar but you may find yourself feeling constrained, and that will come across to your audience. What you can do instead is simply use a headset that has a longer and stand up like you would normally when doing a seminar.

Webinars are still in their infancy as they have only been around for a few years. As broadband becomes more readily available across the globe it will make a big difference since using dial up to prepare and/or watch a webinar is difficult. With broadband VoIP (Voice Over IP) works great, even though there is certainly has some growing to do. One of the best tools to come forward with technology.

Can You Create a Webinar That Works

Visualize this – Today is the day that you are going to be rolling out your latest social networking service. You have been preparing for this meeting all week. It's a full house – you have filled

your registration. You go into your office, close the door, and sit down. A couple of mouse clicks and you are in virtual space ready to make your presentation via webinar. That is the world we live in. Not all webinars are created equal so let's look at a few ways to create webinars that work.

Inspire Your Audience

Webinars are becoming very popular across industries. If you have done webinars already, that's great but how well have you done them? Most of us can manage a basic webinar, but creating one that is effective is a much different story. You can drone on and on about your product or service but that's not going to accomplish what you want. You need to engage your audience, get them to participate, and inspire your audience.

Start With Your Introductions

When you use a webinar, you can be creative in how you deliver your message to your audience. You can use video, run presentations, sing, brainstorm, draw, or do whatever it is you want. Always start your webinars with introductions. Let those that are present say hello to those attending the webinar.

Plan to Engage

The most successful webinars are able to engage their audience in a format that is interesting and easy to follow. Participants feel like they are included and participating. Some webinar software will allow you to let audience members ask questions, share experiences, and provide their viewpoint. You can change how your audience receives information by changing the methods you use to present it. Don't be afraid to experiment and see what your audience is most receptive to – videos, flowcharts, photos, live products, etc.

Encourage Feedback

Strategically throughout the webinar and at the end of the webinar make sure you invite your audience to ask questions that they have. Stay a bit after the webinar ends – some of your audience will stay to have any remaining questions answered. This provides an opportunity for all who have participated to have a final word with you.

In summary, if you engage, inspire, encourage, and connect with your audience you will have a successful webinar. Now are you ready to bring webinars into your business plan?

Slide Shows in Webinars – To Use or Not to Use

Webinars have become a very popular tool. For those who are not yet familiar with the webinar it is simply a seminar that is held on the web. However, that's where many people fall down and have a webinar that fails, because they treat their presentation exactly as they would a live seminar, and while the general idea is the same, the presentation is much different. This brings us to the use of a slide show in a webinar. To use or not to use – that is the question.

Let's be clear – there is definitely a place for a slide show in your webinar. The problem is that slide shows are heavily overused. This is partially because we are so comfortable with them. After all, we have been using them for decades when we do presentations or seminars. The problem is that when you use slide after slide in a webinar your audience quickly becomes bored and they will actually leave your webinar right in the middle.

Leaving a webinar is so much easier than standing up in a seminar and having all those eyes on you as you leave the room. In a webinar you simply close your browser or hit your back button – no stares, no questioning eyes, no guilt – this is why it is so important that your webinar is fully engaging your audience members so that you can keep them there.

If you want to engage your audience and captivate them so that they remain in attendance at your webinar there are plenty of other tools you can use in addition to your slides. Let's have a look.

- * Include multimedia presentations
- * Share supporting documents as part of your content
- * Use video
- * Use the desktop and whenever appropriate perform demos (i.e. software demonstrations)
- * Conduct a poll or a survey at different times during your webinar

Most importantly – you need to keep it interesting and engaging to keep your audience there. This can actually be much more difficult to accomplish with a webinar than with a seminar. That's because you don't get any visual feedback in a webinar so you cannot read your audiences' faces to see if they are engaged or zoned out. You don't know if your virtual attendees are listening and surfing the web at the same time, answering emails, or carrying out any other task. This means you never know just how engaged they are.

Online people's interests start to wane if they are dealing with single format presentations or long topics that just kind of drone on. You want your webinar to be informative, interesting, and engaging to enjoy webinar success.

Webinars as a Company Training Tool

Webinars are a powerful tool that many companies today are still overlooking. By using these simple and effective methods, you can improve the efficiency of your company and your bottom line. It takes no time at all to get your webinars up and running. Let's look at how they can help your business.

Training Your Employees

There are few jobs these days that don't require employee training on software that's used to operate the business from the cash registers to the telephone systems to mobile devices, to computers... and the list goes on. Training employees on software can be a very time consuming ordeal and it often requires companies to run it several times so that all employees can benefit. Instead, create a webinar. You can still have live sessions but they can also view these training sessions at their own leisure. You might choose to just do the latter and inform all employees they must watch prior to a certain date. It's certainly convenient.

Sales Staff Product Demonstrations

Some products require considerable training in order for the staff to actually be able to properly sell the product or service. By using webinars, staff can learn about the products that they sell

when it is convenient for them, and they can also refer back to the webinar time and time again as needed. That helps to improve your sales team's ability to sell your products and/or services while at the same time it is very cost effective and requires very little time to construct.

Provide Your HR Handbook Online

When employees start, they are often presented with an HR company handbook. Ask them a few months later where that handbook is and most of them will have no idea. The trouble is that printing costs are relatively high and if you have a high staff turnover then the cost is even more. A much better modern day option is to put that handbook into a webinar where employees can learn everything they need to know about company policies and procedures. They can refer back to it at any time quickly and easily without trying to remember where they put their HR manual, and you can create it for a fraction of the cost. It's a win-win for everyone involved.

Webinars offer you and your employees a valuable tool to openly communicate quickly and effectively with minimum cost. Now is a good time to begin to enjoy the benefits of this technology.

How to Promote Your Webinar With Email Invitations

You are going to need to promote your webinar and one way is to use email. Let's look at how you can make that work for you.

In-house Email List

This is the most common way to invite participants to participate in your webinar. Make sure that there is a link in the email. For many companies this is the main way that they recruit participants. It can work well.

Rented Lists Email Invites

Another common way of gathering participants for your webinar. The cost can vary. Some companies provide design and mailing costs. Shop around because there is a huge difference in price. Don't let the cost scare you off because these lists are targeted and highly effective.

Banner Ads

Hub media is one of the popular places for banner ads. You can reach new and targeted prospects and then drive that traffic to your website where you should be running an aggressive campaign for your webinar signup.

Listings in Newsletters

This is a very cost effective way to spread the news about your webinar, and you can target fairly well by choosing newsletters that are related to your products or services.

Google Ads

While often overlooked because of the cost, Google Ads can provide an excellent advertising opportunity when done correctly. Be sure to do a test run on your ad to make sure it is working and getting the results you want, so that you are not wasting your money.

Press Release

Press releases are an excellent way to promote your webinar. A good press release will be picked up by Google News, MSN News, Yahoo News, etc. and others. Make sure you include the hotlink to your website for webinar registration near the top. Many readers skim the top of the press release and never get to the bottom so that's why your link should be at the top.

Post on a Forum or Blog

There are thousands of blogs and forums. You seek out relevant ones and you've targeted your traffic. Now you just have to place your link in what's called the "by-the-way" style text, which is soft selling pitches, and enjoy the benefits.

There are many different ways that you can promote your webinar. We've just touched on a handful. It is important that you keep track of all your webinar advertising campaigns so that you see what works and what does not. Then you simply repeat what works.

Webinars are an excellent selling tool. Learning how to maximize their value will benefit you for years to come.

Why You Should Take Advantage of a Webinar

If you aren't familiar with a webinar, you will be. A webinar is simply a virtual conference room, where you are able to meet up with a few people or thousands of people to share websites, chat, videos, presentations, and more. A webinar is an incredibly powerful sales tool that you should be taking advantage of.

How to Make Money With a Webinar?

There are numerous ways to make money using a webinar. Every day, thousands are doing it. You need a good product or service to promote through your webinar.

How do You Get Started?

There is plenty of available help online, lots of e-books, videos, and webinars to teach you how to create an effective webinar. Make sure you follow these guides because while anyone can create a webinar not everyone creates a successful webinar.

How do You Close the Sale on Your Webinar?

When you get to the end of your webinar, you need to close your sale by using a strong call to action at the end of your webinar. In a webinar, you do this by taking your potential customer to the order page on your website. Ask your audience if they have any questions? Now is a good time to answer them. Then ask them if there is a reason why they would not buy your product or service.

How do You Turn Your Webinar Into a Selling Machine 24/7?

The first webinar is just the beginning. You should record your webinar and reap the benefits from that expanded and continuous exposure. You can put it on your website and provide a link to your webinar, put it up on YouTube, share it as a podcast, put it on a CD, and that is just a few ways to share. The wider your webinar exposure the greater your sales potential.

Can Sales Staff Make Money Using a Webinar?

Almost any business and their sales staff can make money by using a webinar. Real estate agents, insurance agents, network marketers, authors, teachers, affiliate marketers, and anyone with a skill set can use their webinar to sell their products and/or services. Invite the potential clients to your webinar, provide an engaging presentation and make sure you include testimonials, answer all questions, use prepared videos that talk about what you have to offer, and always include the benefits of your products or services.

4 Effective Ways to Run a Successful Webinar

There are all kinds of webinars – some are much better than others. Let's look at four effective ways to run a successful webinar.

#1 Prior to Making Your Introductions “Hook” the Audience

Begin the webinar with a fascinating revelation or a compelling point about your product, service, skills, and/or ability. This is the ‘hook’ that will draw your audience in – when you introduce yourself, they will be ready to listen. Before you worry about giving your audience your name and position, they need a reason to listen to you. So start with a question that grabs their attention or a hard fact that commands attention and then make your introductions.

#2 Keep the Human Element in Mind

It would be nice to think your audience will show up on time and ready for the webinar, but the truth is the ‘human element’ will likely mean that people are late or don't show at all because they overbook. If you book your webinar to start fifteen minutes before it will start you will catch the late arrivers. You can also invite attendees to pre-check in using a link you provide. When planning your webinar keep in mind the human element and account for it.

#3 Know What Network Resources are Available

It is common for small companies to have limited network resources available to them so it may take some advance preparation and notice to make sure your webinar is a success. Inform coworkers of the webinar and ask them to not use the bandwidth during that time until your webinar is completed. If it is a home office, do your presentation when there are no family members using the bandwidth.

#4 Remember to Capture Your Audiences Attention

Many times those who are going to attend a webinar will show up a couple of minutes early. If you are perceptive, you will make use of this time. Provide slides, important links, even short demonstrations that provide the early arrivals with important and relevant information that they will be interested in knowing.

These four ways are effective in helping you to run a successful webinar and a great way to get yourself started. The better your webinar the better your attendance and the better your success at achieving your long-term goal. Understanding all of the components of webinars is very important. Now is a great time to get started.

Top Tips and Tricks to Make Your Webinar a Success

A webinar is a seminar that takes place on the web, and while only a few years old their popularity is growing at amazing rates. Creating a webinar is fairly easy, but that does not mean it will be successful. Let's look at some top tips and tricks to ensure your webinar is a success.

1. Use your event to decide on the technology you will use. It is the most common mistake – choosing the technology first. Before you choose your technology there are things you have to decide such as do those attending need to communicate with you or do you need to have event playback.
2. Make sure your webinar offers something of value; otherwise, people will leave before your webinar is over and you won't get the affect you want. Make sure your webinars is interesting and engaging from start to finish. This doesn't mean you have to 'wow' your audience with web gadgets – it means you need good content that your attendees want to hear.
3. Typically, you can expect 40% to 50% of registrants to actually arrive at your webinar – that is the industry standard so don't be disappointed with those numbers. You can increase your numbers with prizes, a special registration gift, etc. Also, choosing a speaker that's recognized will draw more people.
4. Confirm registration immediately after sign up, and then remind them at least twice prior to the webinar. Reminders increase attendance because quite simply, 'people forget.'
5. Make sure that you always start and end your webinar on time. A webinar is different from a physical event that when it starts late or goes over it is almost expected. Your web audience is usually sitting in their office reading e-mail or doing small tasks waiting for the event to begin. On a webinar, even a few minutes can seem like forever and you can lose your audience.
6. Always troubleshoot your webinar before it begins. It is important for you to know what you should do in case of a technical meltdown – for example, what happens if you lose the connection or the audience can't hear you.
7. Proofread your content at least a few times and run through your webinar at least a couple of times. There's no second chances for first impressions so make sure you get it right. Even experienced presenters need to run through it a couple of times.

Choosing the Webinar App That's Right for You

Webinars and web conferences are a big part of today's business world. Those who take advantage of this technology become far better produces than those that are still doing things in out dated ways. Webinars are one of those important tools, but choosing the right webinar and web conference app can be a bit daunting.

Sometimes a company puts together webinars that are simply one-way communication. The recipient simply listens. But in many other cases, you will want to have two-way communication available and that makes choosing the right application even more important.

Text chat is very similar to instant messaging but there are many people chatting at once. This may not seem important but actually, it is very useful during question periods because you can answer the same question once instead of numerous times. Another important function is that comments can be made without interrupting the speaker.

Having the ability to record your sessions is also very important so that you can take your web conference and turn it into a webinar for customers or employees to review any time. Webinars are a highly effective communication tool and the cost is very minimal. Taking your live web

conference and making it available after allows people to further review what you had to say and can potentially lead to an increase in sales.

Web conferencing applications run on many different platforms. Some run in a browser, others use Flash. Some require you to install an executable meeting room or Java. It's common to choose a browser built app because it sounds like it would be the easiest and most effective. However, these aren't always predictable. In general, the Flash seems to offer a middle of the road app that is best.

You should try to choose an application that is cross-platform compatible. What does this mean? It means that your web conference or webinar is going to run on both a PC and a Mac. Don't worry about Linux – those users are very good at creating work around.

Polling is also a nice feature to have, especially when you are having large groups of people meet. You can ask questions using a text interface and then you should be able to store the answers so that you can refer back to them at a later date.

Web conferences and webinars are very helpful tools for a business of any size. The key is learning how to use them effectively and choosing the right web conferencing and webinar application.

5 Great Tips to Produce a Winning Webinar

A webinar is simply a seminar on the web. They are becoming increasingly popular as more and more business recognizes how important a webinar can be. These 5 great tips will help you produce a winning webinar.

1. Hone in on your message and polish your delivery – Make sure that you know what your message is and then make sure that you are present that message in a clear and concise manner that your audience is going to easily understand. Make sure that you don't overwhelm them and always create a presentation that is engaging. Once you have created your presentation you should practice and polish your presentation so that you can go through it smoothly.
2. Clean your slides out – Remove the clutter from your slides and minimize the word count. Too many words on a slide are distracting to your audience. Images speak louder than words so use them wisely but don't let them overpower your spoken words.
3. Think about what your beginning, middle, and end of your presentation – Your webinar needs to have a start, middle, and an end, just like any good storyteller would. Make sure that the end has your 'call to action' to close your webinar and make your sale. Make sure you pace yourself. Many people have trouble harnessing the energy of a webinar, which is much different from when you are actually doing a live seminar. It's harder to gauge your presentation when you aren't doing a live presentation.
4. You need to be flexible – You have a presentation, but you need to be prepared to go off script occasionally, and still pick up and come back to the topic at hand. When you have developed the skill to do this comfortably and to move back and forth between planned and unplanned.
5. Ensure there are action items – We tend to talk a lot of theory, but the trouble is most of us are bored to death with theory. Instead, develop an action plan, even add a little homework, and

your participants will be much more excited. Impact can be felt through what you say. Impact can change something in a personal life or business. When creating your webinar focus on 'real life' and less on theory – engage and motivate your audience for the best results.

There you have it – five great tips to produce a winning webinar. So what are you waiting for? Why not get started today?

Do You Know the Secret to Holding a Successful Webinar

Webinars have become very popular. The trouble is there are good webinars and not-so-good webinars. Do you know the secret to holding a successful webinar? Let's look at a few ways to increase your success.

1. Practice Makes Perfect – that's not new, you've heard it before. It is especially critical to any new webinars you are about to offer to do a dry run. A couple of days before your webinar confirm you know your topic, that your technology is working, and that your timing is right. This dry run will help you to pace yourself, catch any delivery errors, and even stop those nerves.
2. Limit the Amount of Video – while video is a great tool, too much of a clever idea and it has the opposite effect. You can actually negatively affect your audience's ability to recall, so limit both video and animated slides.
3. The Buddy System – children use the buddy system, and now you should too. Find someone else that knows the material nearly as well as you and ask them to help with the presentation. They can be a valuable resource and lend credibility to your webinar.
4. Leave Time For Q&A – always make sure that you leave enough time for questions at the end. This is more important than many providers realize. Make sure you also leave enough time to give strong and memorable answers. It's a great way to end your webinar.
5. Call to Action – make sure that you end with a strong call to action for your audience. In fact, it's the key to a successful presentation. They have knowledge that's fresh in their mind and they are most likely to act on that 'call to action' now than at any other time. You should also provide a secondary option where they can learn more about your products and/or services.
6. Always End on a Positive Note – when your webinar comes to an end, your audience will remember the last couple of minutes for the longest period of time, so make sure that your call to action is positive in nature. Offer something free, such as a 'free trial, or offer them a gift, or a generous discount. Find something that is appropriate to your product or service and offer something that leaves your audience seeing you and your company in a positive light. This makes them far more likely to commit and make a purchase.

8 Tips to Successful Webinar Hosting

Webinars have become very popular. However, not all webinars are created equal. These 8 tips will help you create a successful webinar.

#1 Choose Who Hosts Your Webinar Carefully

All the different webinar hosting vendors are not the same. Make sure you choose a webinar host that will work with numerous operating systems and is scalable and reliable. You should also look for a vendor that has experience in the most current techniques in polling, application sharing, recording, and chatting. Some of the vendors also offer targeted opt-in email lists that come bundled with their webinar hosting service.

#2 When You Chose Your Webinar Date and Time of Use Caution

Plan your webinar so that it works with a number of time zones. Mondays and Fridays are bad because attendance is generally lower. Start your webinar 15 minutes after the hour and end it on the hour. Optimal times are 10 am and 2 pm.

#3 Do You Need a Meeting Consultant?

Some of the webinar host vendors offer meeting consultants as part of their service, who will educate you on how to construct a webinar that's successful, best practices, and also be available during your webinar to help you if issues arise. Have a meeting moderator to aid your speaker(s).

#4 Quality Content is Key

Take the time to develop top-notch content. Invite industry experts to participate, which will drive up interest and participation. See if you can hook a brand name partner. Remember more information isn't always better – too much and your listeners lose interest. Make sure your slides and ample white space for ease of read.

#5 Don't Use Just PowerPoint

PowerPoint is good, but to really captivate your audience you should use multimedia – flash, animation, web demos, and photos can all keep your presentation much more interesting and engaging.

#6 Webinar Etiquette

Join your webinar early and make sure that all the links are working and all presentations are in place. Have a welcome slide that notifies your audience that your meeting will begin shortly. Prior to starting your meeting cover, any housekeeping items such as how Q&A will be handled.

#7 Conduct a Before and After Survey

During the registration process, ask qualifying questions to help to gain insight into who your audience is. You can then build your presentation according to your audience. After ask questions like "What did you like the best about the webinar."

#8 Record the Webinar

You should always record your webinar and the post it on your website so that it can be viewed by others later. It's good if you can build a library of your webinars for your current and potential customers.

How to Add Interest and Engage Your Webinar Audience

Whether you are addressing a handful of people or thousands of people in your webinar, your goal will be to get your message across in a manner that's interesting and engaging to the audience.

By being visual and creative, you can really make an impact. Tell stories and share experiences. Make sure that you give plenty of examples of how your products or services work and how they can help the audience. Visuals do a good job of engaging your audience. However, that does not mean you should put together a long slide show because they will tune out from that rather quickly.

Make sure you take the time to create an outline of what it is you want to cover in your webinar and how you propose to get there. Having a paper plan that you can build your presentation on works very well for many webinar presenters.

Open with a comment that grabs the audience's attention. It's immediately powerful. Make sure your word choices are relevant to the presentation. For example, start with a statistic that intrigues them or shocks them, or you could give them an immediate challenge. The focus is on grabbing their attention.

Don't forget to take the time to introduce yourself. Don't begin by introducing yourself. Do this right after you've grabbed their attention. Treat this the same way you would do a live seminar – you open with saying something your listener cares about, and then you move on to the introductions.

Make sure you build an emotional connection. The strongest communication will be both emotional and intellectual. The emotional connection comes when you engage the audience's imagination – the use of the word 'you' is very powerful in doing this are images and illustrations. Intellectual connections are built by connecting with your audience's self-interest.

Makes sure that your webinar has a way for your audience to interact with you. How will depend on the technology you decide to use. Engage them by asking them a question. For example, "What are your feelings...?"

Remember, memorable stories will go a long way to connecting with your audience. Your audience isn't going to go away remembering your words. They are going to have mental images associated with your words and they will associate those memories with the stories you tell.

Adding interest to your webinar and engaging your audience isn't as difficult as you might think and it will make your webinar a success by doing so.

Do You Know How to Run the Perfect Webinar

A webinar is simply a seminar that is conducted on the web. Usually they are set up as one-way communication from you, the presenter, to your audience, but they can be interactive. Webinars

are growing in popularity as business catches on to their benefits. However, just because you create a webinar does not mean it is good. So let's look at way to run the perfect webinar and have it a success.

Just because you are creating your seminar over the web, there should not be any change in the skills of the public speaker, the enthusiasm throughout the seminar, or the manner in which you put your seminar together.

Just as you would plan like crazy to put together a live seminar, your webinar should receive the same efforts. Key items to plan for are:

- * Scheduling
- * Speakers
- * Detailed outline including a timeline
- * Budget
- * Data collection during webinar registration
- * Marketing strategies
- * Metrics so that you know if your webinar was a success

Communication is Key

It is important that you know what it is you want to communicate and that you do that clearly and concisely so that your audience is clear about your message. Ask yourself two important questions.

1. What is my audience going to learn and take away from this webinar
2. What is my definition of a successful webinar

Registration

Many do not recognize the value of having participants register, because it significantly reduces the number of 'no shows' to your webinar. Keep the registration process relatively simple, but make sure you have enough information to be able to follow up with the person at a later date. Registration also helps you to learn about your audience – where are they located, what do they do for a living, etc.

Practice

Interestingly, this is often ignored. You are not a perfect presenter even if you have done it a hundred times. A webinar is also different from presenting to a live audience. So, take the time to practice and when you do your webinar, you will sound polished and professional. Remember your practicing is more than just reading your content. You need to practice:

- * Timing
- * File sharing
- * Using the tools available to you
- * Desktop sharing
- * Handling technical problems
- * Polls and surveys (if applicable)

Finally, make sure that you are using a service that is reliable. Not all webinar hosting is created equally, so take the time to do your homework and choose well.

How to Create a Webinar That Works

The technical end of creating a webinar is pretty straight forward. There's plenty of help and the biggest thing you face is actually choosing the best webinar hosting service. But, it is what you put in your webinar that can be a bit daunting and knowing how to create a webinar that works is very important.

You need to make sure that your webinar engages your audience. Doing this virtually is more difficult than doing it in person. That's because in person, even if you aren't quite making the connection your audience will remain and try to focus. However, in a virtual webinar they will simply hit the back button and leave your presentation.

You connect and engage your audience by providing them with meaningful information that captures their emotions, imagination, and their intellect. Give them memorable stories to go with the facts – this type of presentation is much more likely to be remembered. For example, if you provide a statistic provide an example that will help to make that statistic more memorable.

Try not to use words that are considered irritating such as Ah, er, hmm. Most of us have a handful of these words that we rely on when we are nervous or looking for an answer. Practice and watch if you do this, then make a conscious decision to change words. Integrate this new fall back word into your vocabulary and you will stop this habit.

Always make sure you that you are reviewing what you covered as you go along. This will help to make sure the information is retained by your audience. It's the best way to move to the next section of your presentation as well. For example, you do part one, then you review, and move on to part two.

Always make sure to emphasize what the next step is that your audience is expected to do. Be clear and concise about what they need to do throughout your presentation and then at the end you need to present them with a summary and a clear direction of what they should do before you send them off. For example, “buy ...” or “sign up for...”

Always make sure that you end your webinar on a high note. Your last words should always be your own. This isn't the time to be quoting others. Make sure your audience leaves with you remembering who you are and what you offer them.

How to Plan a Webinar That Works

If you do a good job of planning your webinar, they will come not just once but over and over again. You need to create a webinar that impresses and engages your audience and creates a buzz. Word of mouth will bring you new attendees for your next webinar. We will look at some key steps to do just that.

Choose the Right Topic and Combine it with the Right Marketing

Whether you are part of a huge corporation or an entrepreneur that's the only employee of your company, tie your webinar to what you do best. Find out what your audience would like to hear

in a webinar by using a poll. If you work in a team environment then make sure that you have the input from all the key staff. Promoting more than one department is an excellent way to improve your visibility.

Will it be a Team or Individual Presentation

You need to consider whether one or more of you will be putting together the presentation. You may be able to widen your knowledge base by including more than one presenter. If a team of you will be working together then you need to put your presentation together as a team so that it stays unified and interesting.

It's Closing Time

At the end of every webinar should be the “close” – without creating a ‘call to action’ your audience won’t convert to paying customers. Make sure you give this the attention it deserves. It’s the most important piece to your webinar if you plan to sell your product or service.

The Importance of the Dry Run

Even the best presenters need to participate in a dry run. This means that you need to check your webinar right from the beginning to the end, and you should do this a couple of times. It will help you get the timing down to a science, ensure your technology is working properly, that everyone is doing what they are supposed to be doing at any moment, and practicing all of this will ensure your webinar goes off hitch-free.

Thank Your Attendants

Once your webinar is over, don’t just forget about those who attended. Instead, send them a thank you email, invite them to provide feedback, tell them of upcoming events, and continue to keep contact with those that attended the webinar because they remain potential customers. This is often a key that’s overlooked! Every person that showed up just once has the potential to generate you revenue providing you do your job right.

4 Things You Shouldn’t do With Your Webinar

Webinars are an excellent tool for businesses of all sizes. A webinar is simply a seminar on the web. The problem is people are getting frustrated because there are more and more poorly done webinars appearing. Here are 4 things you shouldn’t do in your webinar

#1 Tacky Sales Delivery

Don’t make your webinar presentation sound like you are one of those “snake oil salesmen.” Take the time to put together a presentation that is engaging and interesting. You can still have a strong “call to action,” but one that is done with style is going to get a much more positive response. Don’t be overly assertive and don’t be too forceful or you will lose your potential customer. Today’s customer is looking for a reputable, highly respected presenter so be that person.

#2 ‘Umm’ in Your Vocabulary

It’s very common for a speaker to start a sentence with the dreaded ‘umm’ or ‘hmm’ or ‘uh’ which makes participants go nuts. These speech errors are very distracting and can actually cause your message to become lost because the focus turns to your speech annoyances. Take

the time to practice your presentation frequently. By practicing lots in advance, you can become aware of these speech issues and you can consciously correct them.

#3 Leave the Comedy at Home

Normally funny is very helpful and can even help your audience to relax and connect with you. However, in a webinar where there is no live audience, unless you are exceptionally good at comedy, your comedy can feel awkward and even come across as a bit desperate. It's best to leave the comedy out of your webinar presentation. Instead, use your energy to make a stronger presentation that keeps your audience engaged and interested in what you have to say.

#4 Don't Ramble

There's nothing worse than a speaker who rambles on and on in a webinar. It doesn't take long before your audience loses interest and hits the back button. If you can't keep your audience until the end when you present your 'call to action,' to turn your participants into paying customers, your webinar is not a success. What you want to do is use tools like slides, graphics, charts, etc. that break up your speaking and help to keep your audience engaged. Remember to speak slowly, and construct a speech that is easy to understand and to the point.

Keep these four things out of your webinar and you'll be on your way to creating a solid webinar that your audience enjoys.

Improve Your Webinars With These Great Tips!

Any business that masters communication will have an advantage. One way to communicate with both clients and staff is through a webinar, and many company's are taking advantage of this. What many company's aren't aware of is that using webinars can actually affect their bottom line by reducing costs and saving money. Let's look at some ways how this can happen.

Employee training which is important to almost every business in order to do their job correctly. By allowing employees to access webinars whenever it is convenient for them, you decrease the amount of downtime and improve the production of new hires.

Webinars also make it possible for your CEOs and upper management to communicate with employees quickly, easily, and effectively with minimum downtime and minimum dollar cost. Employees can listen to the webinars on free time with no interference with productivity.

Week meetings can actually become a real burden for companies that are spread out over a wide geographical area, and yet they are very important. By using a webinar and setting up a scheduled time employees from around the world can easily come together.

Webinars are also a good way to help to teach employees new software or upgraded software. And let's face almost every job works with technology to some degree. So rather than trying to put together numerous training sessions so that everyone can receive the training, and rather than putting together tons of documentation that usually gets left in a locker, take advantage of what a webinar can do for your business.

The same applies when it comes to showing customers how to use a product. You will be able to easily provide tutorials to employees no matter where they are and they will be able to access it anytime they like. In addition, you can also provide them with tips and tricks, which will keep you connected to your customer and allow you the opportunity to sell to them again. Your employees will be able to use these webinars to make sure they are on top of products as well.

Some products and services can really benefit from tutorials, and webinars really shine here. You can offer live sessions scheduled sessions or they can also view at their leisure. When you work with your customer base relating to getting the most out of their product they are much more likely to remain your customer as frustration decreases and happiness increases.

Webinars are a modern day tool that every business should explore!

Promote Your Webinar Using Google News

The best and most successful search engine tool to get your Webinar exposure does not include paid search ads or tweaking your website so you rank better. The best tool at your services is a press release.

Every month there are millions of executives that surf the search engines for the latest news. Google News is a great choice for your press release. There are others such as Yahoo News or MSN News. These online news sites pick up the headlines from newspapers, trade journals, and wire services. What does this mean for you?

It means that if you submit a press release for your webinar using one of the main wire sources including PR Newswire, Market Wire, and Business Wire to name just a few. This will allow your news (press release) to appear in Google News and other news services.

Let's look at some helpful tips for creating your press release:

#1 Use your keyword in the headline – your potential audience isn't searching for a webinar using the word webinar. They'll be searching by brand, product, or technical terms. Make sure that the keyword(s) you believe your audience will be searching by appears in the headline.

#2 The first paragraph needs to be packed with keywords – Load up your first paragraph with important keywords, but don't spam. Just repeat the really important keywords a couple of times in the first paragraph, and whenever possible put various spellings into place. Pick one main keyword and no more than two secondary keywords to work throughout your first paragraph and then sprinkle throughout your press release.

#3 Use a hotlink in your first paragraph – Generally, when a person writes a press release the hotlink is on hotlink is added at the end. The trouble is busy people often don't scroll to the end, so a smarter way to do this is to put your hotlink at the beginning of the press release where busy people will actually see it. Make sure that your hotlink is actually the keyword you are targeting.

By promoting your Webinar through a press release that gets picked up by Google News and other news sites. You can expect to receive a steady flow of click through to your Webinar sign up page. This is an excellent way to increase awareness about your Webinar and increase the number of people who sign up to attend your webinar.

The 12 Step Program for Webinar Success

Webinars have become very popular ways to conduct a seminar and be able to reach your audience no matter where they are on the globe, thanks to the internet. However, not all webinars are successful. Let's look at 12 steps for webinar success.

1. Think about a topic of value and content with a good speaker.
2. Determine your webinar's goals – are you training? Generating sales leads? Educating prospects?
3. Fine tune your topic so that you will draw the audience you want.
4. Choose the technology you will use – you want webinar hosting that works with numerous operating systems, is dependable, has the features you want, and handle a large audience.
5. Choose the speaker. One that is recognized by the audience is best along with being articulate. With a skilled moderator, you will improve how your webinar flows and feels to the audience. Choose your support person with the same caution so that you know you have the expertise you need should technical issues occur.
6. Choose a time for your event. Statistically 1:00 am EST, 12:00 am CST, 11:00 am MST and 10:00 am PST work well. Mondays and Fridays show the least attendance.
7. Create your registration process. Make this as streamlined as possible so that it is easy and fast. Make sure you can track who attend the meeting from those who registered.
8. Take advantage of online promotions well in advance and remember to follow up. Send out confirmation emails as soon as the person registers and then send a minimum of two reminders before the webinar takes place.
9. Do your pre-seminar run. Practice your webinar with your speaker a minimum of once before your live date. More is better. It helps work out the little kinks and gets the timing down pat.
10. It's time to conduct your webinar. As the presenter, you should join up a minimum of 15 minutes prior to start. Interact with your audience. Emphasize your main points. Keep it engaging
11. Make sure to use things like interactive polls, Q&A, and chat transcripts to learn more about your audience after it's all over. Collecting feedback is important for future success.
12. Archive your playback so that your webinar can be viewed at a later date. By making your webinars available later, you can spread your reach.

There you have it – our very own 12 step program for webinar success.