

Module 11 - Creating Webinars_ Common Practices and Rules

Speaker 1: At this class, we'll talk about how webinars work, choosing a topic for your webinar, also choosing a webinar service provider in your options. We'll also talk about your webinar signup landing page, and you'll learn about getting traffic and attendees to your webinar.

Here's how webinars work: you invite people to sign up for your webinar on your website, and then at the time of the event, attendees login through a special link that you send them to access the webinar software, so they can see what's presented visually and listen to audio through their speakers, or they can choose to call a special conference call number to hear the audio.

Then, you, the presenter, will share your desktop screen using a webinar service, which will then display your PowerPoint presentation or whatever it is you're showing, and anything you want will be shown to the attendees. Anything on your screen will be shown to the attendees. Just don't forget to use a high quality mic or headset mic when you're doing so.

Let's talk about choosing a topic. It's important that you choose an in-demand topic and a benefit-driven headline just as you would do in a sales letter. Choose the topic, and then write a headline around that topic. An example on the screen is, "Mobile app analytics: What winning mobile developers use."

Here's a few more examples that I've put together, that are topics but also headlines. The first one might be "Five ways to make money with autoresponders." Anyone who doesn't have an autoresponder yet, if you give them some free information showing them five ways they can make money with autoresponders, then what are they going to want at the end of that webinar? They're going to want an autoresponder if you do your job right. How about this one? "How to create your first blog in under five minutes?"

A lot of people want to know how to get on WordPress, as it's the most popular platform for blogging and create websites using the blog platform. This would be an excellent webinar, and you can show them the step by step. This webinar could just be a pure content webinar. You can record it and be able to sell it as a product later or just use it as pure content. Whatever you want to do. At the end, maybe you've got something that saves them time.

Maybe a theme you've created. You've created yourself or outsourced to someone else that does a lot of the steps for them. Maybe you've created some plug-ins that make ... Once they get their blog up, maybe you've created some plug-ins that really make life a lot easier for them once they have their blog up and running. Here's another one to think about, "Ten exercise mistakes beginners make that actually prevent muscle gain." That's going to get people

into your webinar. If they're interested in gaining muscle, that's a great headline, a great topic.

"How to get four thousand downloads of your podcast." Let's think about something here. If this maybe was a precursor to selling a product, this could be chapter one ... One of your chapters or one modules of your say, five, seven, ten module course. You're giving away one piece of it. If it's really good information, and you make them an offer at the end to get the whole enchilada, this is going to be a great webinar right here.

"How to win friends and influence people." I took that from an old classic right there, but it's a great headline. If people are in that particular type of niche, it would certainly make for a great webinar as well. Some examples for topics, and turning those topics in to headlines.

Think of a webinar as a living report. You present the same content in a report that pre-sells a product in a live demonstration, breaking up the content into digestible pieces. Let's just say, you've already written the report and it's in PDF format. What if we take that, break that down into digestible pieces, maybe beef it up a little bit, add some demonstration? Now you've got an opportunity to sell something a little bit more valuable or in a different format.

Of course, with a live presentation, you have a chance to get questions from people, answer those, and in the process of answering some of those questions that people have, you're going to help them make up their minds to purchase your product. This is an opportunity for you, because otherwise, they may not have that opportunity to connect with you and get some of their pressing questions asked about it to make sure that the product is right for them.

Choosing a webinar service. You want to find one that fits your budget and that allows recording so you can recycle the content in the future as maybe a lead generator to collect leads with to get the email address. As content for additional products, up-sales, down-sales or even for bonuses.

Here's some of the options for you for choosing a webinar service. Probably the most known brand is GoToWebinar. It just happens to be however the most expensive between seventy and three hundred ninety-nine a month based on the number of attendees. Meetingburner.com. You may have heard about it. It's ninety-nine a month for one thousand attendees. Anymeeting.com. Here's one that's more budget-friendly. Seventy-eight dollars a month up to two hundred attendees. There's something called Join.me for twenty-three ninety-nine a month up to two hundred fifty attendees. These prices are current at the time of this presentation.

Several choices you can choose depending on your expectations for attendees and also for features. I'd invite you to visit each of these websites, see what their features are, maybe get a demonstration, so you can see which one is user-friendly for you and makes most sense for you, your budget and your business. Additionally, you can always search Google for others that might fit your needs and budget and compare.

Just type in webinar services or webinar providers into Google and check out the results. Look for trial versions if on a budget. Just like we talked about Camtasia in the previous video. It's an expensive tool. You can always get a trial version to ahead and record your sales a videos without cost if you're on a budget. You just have to think outside the box. Anymeeting, also by the way ... Anymeeting.com has a free version. Just comes to mind. It's a very budget-friendly service if you want to look back at that site. Just a side note, average attendance rates are thirty to forty percent of the total number of signups. Keep this in mind when choosing a rate plan based on the number of expected attendees.

Let's talk about getting traffic and attendees to your webinar. You want to create a landing page first of all that sells your ... The registration, which sells your webinar. A landing page can be on your website as an HTML page or it can be on your blog, using a theme or maybe some templates.

Here's some resources for you: LeadPages.net makes some great looking landing pages. You don't even have to have a hosting account if you're using someone like LeadPages. Those sites are hosted for you. You go in and use their wizard-driven software, click and drag, and create your page. Real nice and professional. You can have it hosted there. It's a one stop shop so to speak. Very nice web pages. That's a real opportunity, a real good option for you to look into. 1minutesites.com is another one you want to check out and compare. OptimizePress.com is a popular option that uses WordPress. It makes some very professional high quality sites and templates as well.

Optional. Shoot a one minute video for your signup page to describe what people will learn in the webinar. Instead of just text, if the template allows, you're doing a little preview, a little pre-sale. Maybe just do a live face video. Get yourself on a webcam, to make it more personal, more relatable.

Here's an example webinar landing page that GoToWebinar creates. You've probably seen this, and you've probably registered on the page like this. It will allow you to put a logo at the top of your headline there. It's not seen on this page, which gives you a little bit of branding. For the most part, it's kind of [Plain Jane 00:08:39] but it's provided by GoToWebinar.

Some of the other places that I mentioned a minute ago, like LeadPages, they can integrate with someone like GoToWebinar. When they register using their templates, they actually sign up for GoToWebinar bi-passes this type plain default page that they offer. This is an example of what they do. You can see the title on this opposite page is, "Exactly how I get paid \$50,000 for a single copyrighting project and how you can duplicate the process." It's a great headline for people who are interested in learning to be a copywriter. This isn't mine. When I said "I," I'm just reading what the headline is up there. This was a borrowed screen shot.

Here's a look at a template that 1MinuteSites puts together. Very nice and clean. You're going to see, first of all, some similarities between the pages and templates that I'm going to show you over the next couple of slides. This is an accepted design that people are using, but it's very nice and clean. You got a headline at the top, and this actually happens to have a "Click here to view the video." An optional video. I like that.

On the right hand side, very easy to spot, is the date and time. You've got a little bit of copy beside the pictures. Of course, you can see their placeholders there for whoever will actually be the presenters. It could be you interviewing someone else who'll have two pictures. If it's only you, you'll only have the one. You have some sales copy on the right side, and a big green button, which says, "Okay, claim your spot now," which will allow you to access the registration page and fill out your details, so you're registered.

Lead pages. Very similar, right? We've got a headline right at the very top from ... Really gives you much more room with this particular template to really show off your headline. A very obvious "Claim my spot now" button, so you can jump right in and get registered right away. I like the design here with the calendar, the day graphic. You also have a countdown timer, which I really like. Time left until the webinar starts. Then you have some pictures of you and the presenter if you're the host and someone else is the presenter and a chance to add copy as well. Similar design. It also has some social sharing icons on the left-hand side as well.

Here's OptimizePress. Again headline at the top. You have the date. You have a very obvious button to get on the webinar so you can register. You have a copy on the left-hand side with this one, which gives you ... Number one, you're going to learn this. Number two, you're going to learn that. I like the one, two, and three type method. Same placeholders for pictures and some social sharing as well. You can see some similarities between the designs that are out there, but this is what's working right now on what's converting very well. Even if you create one from scratch or hire someone to do it, you probably want to refer to these type templates, because that's what's working right now.

Once you've decided on a service provider, once you know what your topic is and who's going to be hosting and presenting, you've got your landing page set up, you're ready to start sending people to that landing page. You want to create a list of traffic methods. You're going to use this list to get the word out and distribute information about the webinar.

Here's a few suggestions: Go to social media. Go to Facebook and place some ads there. Of course, if you have some friends and acquaintances and people you've met in networks along the way in some of the groups, whether it's Facebook, or Google Plus, or LinkedIn, if you have professional networks. Let them know what you're doing. Ask them to help you spread the word. Go on their Facebook and Twitter accounts and maybe do some re-tweets for you. Obviously, if you have your own Facebook group of followers and subscribers, very easy to send them an email, "Let's get the word going."

A press release is going to be a great traffic method for you. If you go to PRWeb.com, that's probably the best known branded press release site. Go there and check it out. You can go to Fivver.com to hire someone to create a press release for you. You might even check over at WarriorForum.com in the for hire section. There are people there who also create press releases. I've seen those in the past. You can check their prices. You can outsource that or do it yourself if you have some experience. PRWeb.com is a great place to check out, to get the ball rolling there.

Go out and start placing some blog posts. Put together a nice article that pre-sells your webinar and get it out to some of the article directories or some other blogs. Maybe they can post your article as a guest blogger. In the resource section, invite them to come over and sign up for your webinar.

I mentioned Facebook advertising just a moment ago, but Bing advertising is one that seems to be overlooked sometimes because of the Facebook shadow. Facebook is so big, it shadows the other opportunities. Bing is untapped for a lot of people, but some people are getting some real good results for the advertising there. Look at Bing advertising as an alternative method. You can also go out and search Google for maybe free credit. Look for a twenty-five or fifty dollar ad credit for Bing. You might find a unique link or code that you can use to get some free advertising there. Look into that option.

Here's a suggestion that's going to work well for you if you have an existing newsletter or email list. Tell them about your webinar using this sample schedule. One month prior to its date, go ahead and send out an email and invite people over to your landing page so they can start getting signed up. One week out, send them another email as a reminder. Two days out from the webinar, send them an email, "Make sure you're registered."

This is building a buzz, it's creating some excitement. The more you talk about it, the more they realize it's going to be an important event. If you're only telling them once, it's no big deal. If you're only telling them twice ... If you start getting three and four times, then they're going to start getting the picture that this is important and that you really want them to be there. It's all up to as how you manage this routine, but here's a sample schedule you can use to make sure you maximize the number of attendees.

Once again, one month prior to its date, one week out remind them. Some of the people who saw your first one or two emails probably didn't take action, but remember with these follow-ups, as it gets closer to the event, you're going to see that some of those registrations are going to increase. One week before and then two days out. Then the day of, a final reminder. In fact, you can probably send two emails that day. One in the morning. Let's just say you're having in the evening, send one in the morning and one in the afternoon.

In the morning, you can say, "Hey, this is happening today. Don't miss out. Jump over, and register now." Maybe in the afternoon, the email subject line could be "Last chance, final reminder." Make this at least a couple hours before. If you follow the schedule, you're going to have quite a bit of success with getting the maximum number of attendees to your webinar based from your existing email list and subscribers and customers.

With that said, some of these services like GoToWebinar will send out automated emails as part of their service to remind people that, "Hey. Once they're registered, your event is coming up. Don't forget." It'll send two or three emails as it approaches the hour ... The day in the hour of the event. That's helpful as well, so just keep that in mind.

All right. That's an overview of creating your webinars. Choosing topics, the type of landing page that you want to use to get people to register, and also some suggestions for getting traffic and an email schedule for your existing database. In the next video: A review and summary of this module.