



Webinar Profits

PART X

***WEBINAR WORKSHEETS: 5 WORKSHEETS TO
PLAN A SUCCESSFUL WEBINAR***



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Webinar Worksheets: 5 Worksheets To Plan A Successful Webinar

One of the keys to creating a successful webinar is to plan every step of it carefully. The more you know about the who, what, how and why of your webinar, the better your overall end product will be.

Want to kick start your planning? Then use these five worksheets...

Worksheet 1: Who is your audience?

In order to create a webinar that really resonates with your audience, as well as create marketing that appeals to them, you need to understand your audience as much as possible. This worksheet helps you do that in two steps. Let's get started...

Step 1: Research Your Audience

First, you need to do a little legwork in order to learn more about your audience. As you go through these steps, take notes on what you're learning, as you'll need this information to complete the next step.

Here are the research steps:

- Find out what your audience is buying. This is a good predictor of whether they'll attend your free webinar and/or purchase the products. To do this, search for your niche keywords in marketplaces such as Amazon.com, ClickBank.com and JvZoo.com. (Take note of the bestsellers, and any topic where there are multiple competing products – these are all evidence of an in-demand topic.)
- See what topics are popular in niche communities. Check social media, blogs, forums and other communities to see which topics your audience is eager to know more about.



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- Look at what types of webinars your competitors are holding. Check the popularity if possible (e.g., if your competitors mention how many people were on a call).
- Use keyword tools like WordTracker to find out what's popular. Search for your keywords and see what types of searches your market is doing.
- Search Google for your niche keywords. If you search for your broad keywords (like "dog training"), you'll get a sense of what types of information products your competitors are selling. If you search for your broad keywords alongside the word "webinar" (e.g., "dog training webinar"), you'll learn more about what types of webinars are popular in the niche.
- Ask your market. Survey them to find out more about their demographics, what they want, and whether they attend webinars.
- Search for your market demographics in Google. E.G., "dog owner demographics." Then learn as much as you can about your audience, but be sure to only focus on reputable sources of data (such as data from government organizations, research institutions and similar).
- Spend time talking to your audience. This will give you a better insight into what they want. You can do this online via social media and other communities, or even offline by attending niche-relevant meetings.

Next...

Step 2: Profile Your Audience

Now that you've collected all this information, it's time to write down as much as you know about your audience. Fill in these audience demographics and interests based on your research:



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- Age:
- Gender:
- Location:
- Income:
- Educational level:
- How do they spend their disposable income?
- How much money do they spend on niche-relevant items?
- What are their biggest problems in the niche?
- What sorts of solutions are they looking for?
- What types of products are they already buying and using?
- What are the problems with the current solutions on the market?
- What are the strengths of these types of solutions?
- What information do they need to have better success in the niche?
- Do they attend webinars? If not, why not?
- What sort of device do they use to access the web?



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- Does this market use any type of specific jargon regularly?
- What else do you know about this market?

In sum...

If you fill in all of the information above about your audience, you'll have a good insight how to best connect with your audience and create webinars (and sell products) based on the topics that matter to them the most!

Worksheet 2: Why are you doing a webinar?

Before you start planning your webinar, you need to get very clear about WHY you're doing it. That is, what are your goals? What do you hope to accomplish? Once you're able to answer those questions, then you'll be able to plan a webinar that helps you achieve your goals. Use this worksheet to get started...

There are many reasons to do a webinar. Start by circling all of the following reasons that interest you:

- Build your mailing list.
- Generate sales on the backend.
- Create a lead magnet or even paid product for later use.
- Establish your expertise/authority in the niche.
- Build your branding.
- Develop better relationships with JV partners.
- Give your loyal customers a bonus product.



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- Introduce yourself to new prospects in the niche.
- Build relationships with prospects and customers.
- Offer group coaching to your audience.
- List any other reasons that interest you:

You've probably circled a few different reasons why you'd like to do a webinar. However, you need to focus on just one PRIMARY reason. Ask yourself these questions:

- Which of the reasons for doing a webinar will BEST support your overall business goals?
- Which of the reasons for doing a webinar are BEST served by doing a webinar (versus doing some other task).

Now with the answers to the above two questions in mind, answer the following questions:

- What is your PRIMARY reason for doing this webinar? (Choose just one.)



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- What EXACTLY do you hope to accomplish by doing this webinar? Be as specific as possible. For example, if you want to build a list, then detail how many new subscribers you'd like to attract to this list and how you'd like to monetize the list.
- What are your top secondary reasons for doing this webinar? List/rank them in order of importance.
- List exactly what you hope to accomplish in terms of these secondary goals. Again, be as specific and detailed as possible.

What you'll do now is create a webinar that's mainly focused on your primary goal. If it's possible, you'll also integrate factors into your webinar to achieve your secondary goals.

For example, if your primary goal is to build a list and your secondary goal is to generate sales on the backend, those are completely compatible goals. So that means you can work on both of them together.

On the other hand, if your primary goal is to help out a JV partner and your secondary goal is to generate sales of your own product on the backend, those two goals aren't necessarily compatible (as you'd be focusing on selling your JV partner's product, not yours). So in that case, be sure you are designing your webinar around your primary goal.



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Worksheet 3: What will you sell on the backend?

In most cases, you're going to sell a product on the backend of your webinar. It's important to pick your product out FIRST, because knowing what you're selling will help you design your webinar. (Which you'll plan in Worksheet #4.)

For now, let's focus on what you're selling.

What product do you intend to sell?

Is this your own product or an affiliate product?

- If it's an affiliate product, what sort of commission rate do you receive?
- If it's your own product, what will you sell on the backend of this product? In other words, what does your sales funnel look like?

What is the price of this product? (This is important to know, because a higher price product generally requires more selling than a "no brainer" tripwire product.)

Is your audience already familiar with products like this?



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Is your audience familiar with this SPECIFIC type of product?

What sort of conversion rate does the sales letter usually return?

What are the main benefits of this product?

What is the unique selling proposition of this product?

Are you going to extend any special offers to boost sales? If so, what sort of special offers? (Keep in mind that if you offer a limited-time discount, then your webinar won't exactly be evergreen unless you edit that part of the webinar.)

In what other ways can you create urgency to help boost sales?

How will you sell this product during the webinar? In other words, how will you warm up (presell) your audience? Be as specific as possible. For example, will you presell by:

- Using fear-logic-gain?



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- Focusing on benefits, like a typical sales letter?
- Using story-telling selling?
- Offering proof, such as case studies, testimonials, photos, videos, etc.?
- Demonstrating the product?

And so on. You may incorporate methods for preselling (or all of them). Just be clear about what methods you intend to use, and why you intend to use those methods.

How will you promote the product outside of the webinar itself? For example:

- On the webinar registration thank you page.
- Inside the pre-webinar emails.
- Inside the post-webinar emails.
- Inside emails your joint venture partners send.
- Other places such as your blog or social media.
- Inside any webinar handouts.

And so on. List all that apply. Basically, you want to create a mini marketing plan here for promoting your backend product.



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In Sum...

The planning you do now will help you create a better webinar. So even though it takes a little time upfront to plan your product and choose the best one to promote, it's well worth the extra sales you'll get on the backend!

Worksheet 4: What is the content of your webinar?

If you've been doing these worksheets in order, then at this point you know what you're selling on the backend of your webinar and how you intend to sell it. That's good, because now you can use that information to help you design the meat of your webinar. Use this worksheet to plan your webinar content...

What product are you selling on the backend of your webinar?

What type of webinar content would BEST help you sell this content? In other words, how will you create a useful-yet-incomplete webinar that impresses prospects and helps you presell the product? Examples:

- An overview of a step-by-step process. This works well for selling an in-depth information product on the backend. For example, give an overview of how to win a bodybuilding competition, and then sell an in-depth guide on the backend.
- In-depth instruction on PART of a process. You can sell tools, physical products, or information products on the backend. For example, show people how to set up a membership site, and then sell a guide that shows people how to market and monetize their membership site.
- Complete step-by-step instructions for a process. This works well for selling related tools. For example, offer complete instructions for creating a sales letter, and then sell sales letter templates and swipes on the backend.



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- Tips and tools webinar. This works well for selling information products, the tools you mention during the webinar or similar items. For example, you might offer tips for setting up a mailing list, with one of your tips being to secure a good email service provider – and then you could recommend a specific service on the backend.
- Guest expert. This is a good way to sell an affiliate product by interviewing the vendor.
- Case study. This is a good way to sell most any type of product, especially one that your market may be a little skeptical about, and/or one that's higher priced and requires a little more proof in order to move prospects towards the order button.

This is not an exhaustive list of the ways to present your webinar. Other examples include a product review, product demonstration, etc. What you need to do at this point is decide the BEST format for your webinar.

Once you decide on the format that will best help you presell your backend product, then consider how you'll structure your webinar. Which format works best you're your overall structure? Specifically:

- Talking head webinar?
- Product demo?
- Whiteboard webinar?
- Slide-share presentation?
- Guest expert (talking head)?

How long will your webinar be?

Will you accept questions during the webinar?

Now create an outline for your webinar. What specific topics do you absolutely need to cover?



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TIP: You'll probably speak at the rate of 150 words or so per minute. Time yourself to find out your presentation rate. This will help you determine how much you can actually cover during the time you've allotted for the webinar.

What topics do you HOPE to cover, yet they aren't absolutely required?

If you have a guest expert or joint venture partner on the call, then what is their input regarding the topics they'd like to cover?

Does your webinar naturally lead to the paid promotion? In other words, is it a smooth transition from the webinar content to the pitch part of the webinar?

Do you plan to create an "evergreen" webinar? If so, check your rough draft script to be sure you don't mention anything that will date the content (that includes offering limited-time discounts or similar special offers on your backend product).

How do you plan to keep people engaged during the webinar? Be as specific as possible here. Examples:

- Interacting with viewers before the webinar to build rapport.
- Interacting with viewers during the webinar, such as by fielding questions.



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- Using an enthusiastic tone of voice.
- Telling relevant stories to emotionally engage viewers.
- Focusing on THEM (their problems and how you can solve them).

(And so on.)

In Sum...

If you answer all the questions above and think carefully through these issues, you'll end up with an engaging webinar that does a great job of preselling your backend product!

Worksheet 5: How will you position your webinar?

You've got this great idea for a webinar. You've done your market research, so you know it's an in-demand topic. But before you start advertising it, you need to position it in a way that really gets your target market's attention, attracts them and fills your webinar seats. That's what this worksheet helps you do...

Positioning Your Webinar

What you're doing here is creating a USP (unique selling proposition). This is a statement that tells your prospective attendees WHY they should attend your webinar. (After all, they could be attending your competitor's webinar instead or doing something entirely different with their time.)

Your USP tells them why your webinar is different and better than other webinars and information products in the niche.



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So, what you need to do first is determine all the main benefits of your webinar. In other words, list all the reasons why people should attend. What will they learn? What will they get out of the webinar? Don't limit your list at this point – just write down every single thing you can think of.

Secondly, think of the ways that your webinar is somehow different from other webinars. For example:

- Do you have some unique qualifications to teach this webinar (a college degree, a large amount of experience in the niche, proven results with a lot of clients, a bestselling product, awards or accolades in the niche, etc.)?
- Do any of your guest experts have any sort of unique qualification?
- Does your webinar teach something completely new? (Or even just a new twist on an old method?)
- Is your webinar a “first” in some category? Or is your webinar, your method or you the “original” in some category?



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- Do you offer some unique benefit that people can't find anywhere else?
- What else can you think of that may set you, your methods or your webinar apart from others?

Next, you need to look at your competitors' offerings and determine what USPs they're using to position their webinars (and other lead magnets).

TIP: Sometimes you'll find this information in their slogans. Sometimes you'll find it embedded in a sales page. Some marketers make their USPs very clear, while others do not.

Next, now you need find out where your potential USPs overlap with your competitors' existing USPs. For obvious reasons, you don't want to position yourself and your webinars the same way in your market as your competitors.

At this point you'll now have a "short list" of potential USPs. What you need to do next is determine which of these prospective USPs are of interest to your market. In other words, which ones do they really value? You'll pick the USP that your market not only highly values, but also one where you have a lot of strength (i.e., one where you clearly stand out from the competition).

Finally, now you need to create a succinct statement that highlights your USP. For an idea about how to craft these statements, just look to how big companies tend to do it. Here are real-life examples:

- Better pizza. Better ingredients. Papa Johns.
- Fly the friendly skies.
- We try harder.
- When it absolutely, positively has to be there overnight.



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- Mountain grown.
- The low-price leader.

You can see those are various USPs based on different factors, ranging from pricing to customer service to how the product is made. Obviously, not all of these factors are applicable to your webinars. Nonetheless, these examples show you how to create a succinct statement.

In Sum...

Chances are, there is a lot of noise in your market as marketers compete with each other to fill their webinar seats and sell their products.

You can get a bigger share of the market simply by creating a USP, which tells your market WHY they should attend your webinar.

After all, your prospect's time is their most valuable asset – so you need to do everything you can to get them to agree to give up a bit of their time to attend your webinar, and crafting a USP is a good start!



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