



# Webinar Profits

## *PART III*

*THE 10 MOST IMPORTANT PARTS  
OF YOUR WEBINAR*



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# Webinar Profits Complete Guide

## The 10 Most Important Parts Of Your Webinar And How To Make Them Awesome

So you're getting ready to host a webinar, and you want to make sure it all goes off without a hitch, you get a lot of attendees, and you generate a lot of sales on the backend.

Use this 10-point checklist to make sure you have all of the essential ingredients place. Take a look...

### 1. The Webinar Platform

A lot of people get all wrapped up in the content of their webinar, and give very little thought to what webinar platform they'll use to deliver this content. Next thing you know, the platform crashes – and the webinar needs to be postponed. Tell you what, that does not make a very good impression!

Point is, you need to pick a webinar platform that you can depend on. That's why you'll want to go with a big, reputable platform (such as GoToWebinar.com, [Zoom](#) or Webinar Jam), and avoid the small service offerings. Don't be swayed by low prices, as a good deal becomes a horrible deal if you run into technical difficulties during your webinar.

The second thing you need to do to make sure your webinar is awesome is to practice on the platform BEFORE you give your webinar.

You want to be perfectly comfortable and familiar with all the platforms controls and functions, so that you can do things like field questions, mute and unmute yourself and your guests, share your desktop and more.

### 2. The Opt-In Page

If you want to get a lot of attendees, then you need a persuasive opt-in page. Check that yours includes the following ingredients:



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- Professional design. You want to make a good impression, and that means starting with a good-looking opt-in page. You can choose a professional-looking template design (or “theme” if you’re using WordPress), platforms like WebinarJam have highly converting webinar registration pages.

A third party page builder like [Leadpages](#) has great templates for hosting webinars too. Or you can hire someone to create something unique for you.

- An attention-getting, benefit-driven headline. You want to put your biggest benefit front and center. E.G., “Free Webinar Shows You How to Save \$375 On Your Home Heating and Cooling Bills!” ( If your market doesn’t resonate with the word webinar, try using the words MasterClass, Presentation or Live Training instead)
- A list of the top benefits of the webinar. E.G., “You’ll discover a simple trick that takes just five minutes to complete, but it could double your sales letter conversion rate!”
- A call to action. This is where you specifically tell people to reserve their seat. E.G., “Register now to reserve your seat – and hurry before they’re all gone!”

Need help with this part? Check the opt-in page templates included in the Webinar Profits package.

Also keep in mind...webinar attendance is at an all time low. Make sure you offer some kind of scarcity or reward for people who attend live.

You can do this by providing a free gift like a checklist or the presentation slides to anyone who attends live. OR don’t offer a replay of your webinar. If you decide to go that route, make sure your webinar is scheduled at a time that allows more viewers.



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Next...

## 3. The Pre-Webinar Emails

If your landing page did a good job, then you're going to get plenty of sign-ups for your webinar. But that doesn't mean you'll actually have a lot of people watching the webinar. That's why you'll want to send out a series of emails that gets people excited about the upcoming webinar.

Check that your emails include these ingredients:

- An enticing subject line. You need to get people to open the emails in order for these emails to be effective. E.G., "In just two days your dieting problems will be over!"
- The benefits of the webinar. The idea here is to get people excited so that they'll attend. E.G., "You'll find out what you can eat right now that will give your metabolism a huge boost!"
- A reminder of when the webinar will happen and how people can attend. Don't assume people know this information. In every email you send, you should remind people of the date and time (including the time zone), along with the information they need to get on the call.

This information may include:

- A link to the webinar platform.
- Instructions about passwords (where applicable).
- What sort of hardware and software they need to participate.

If you need help with this step, check the email templates included in this package. You can swipe 'em, modify them to fit your needs, and blast them out to get your audience excited and get them on the webinar.





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## 4. The Title Of Your Webinar

A lot of people are going to decide whether to attend your webinar based on the title of it, so make sure it's awesome. That means creating a benefit-driven title.

Check out these five templates:

- The #1 Way To [Get a Benefit]. E.G., "The #1 Way To Get Rid of Cellulite."
- The Quick and Easy Way to [Get a Benefit]. E.G., "The Quick and Easy Way to Sell Your Home For Top Dollar."
- The Insider Secrets of [Getting a Benefit]. E.G., "The Insider Secrets of Crafting Million-Dollar Sales Letters."
- [Number] Surefire Tips and Tricks for [Getting a Benefit]. E.G., "Seven Surefire Tips and Tricks For Writing a Bestselling Romance Novel."
- A Simple [Number]-Step System For [Getting a Benefit]. E.G., "A Simple Three-Step Process For Getting All The Business Funding You Need."

Those are just a few ideas to get you started. If you'd like even more titling templates, check out [Contentaire](#)

## 5. The Guest Experts (Where Applicable)

If you plan on having anyone else on the webinar as an expert or interviewee, then be sure you do your due diligence before extending an invitation. That's because this person is going to be "linked" to you indefinitely. So you want to make sure your guests have upstanding and long-established reputations in your niche and beyond.





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*TIP: You can do most of your research with a Google search. Simply search for the person's name, business name, website, and even the name of their products. Beware of anyone who has a pattern of complaints lodged by customers, affiliates, suppliers or business partners.*

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## 6. The Content Of Your Webinar

You can whip people into a frenzy and get them flooding your webinar... but they'll leave just as quick if your content doesn't hold their interest. So check out these points as you're planning the content for your webinar:

- Be sure the content is something people WANT. Do your market research to determine if your chosen topic is something people are interested in.
- Deliver what you promised. Be sure your sales/opt-in page matches up with the actual content you're delivering.
- Create high-quality slides. If you're doing a slide-presentation, then be sure to have professional graphics and nicely formatted slides to hold attention.
- Change the visuals. Whether you're doing a slide-presentation webinar, a demo, or a talking head webinar, it's a good idea to change the visuals to keep people interested. For example, if you're doing a talking head webinar, then you might demonstrate how to do something (rather than just talking at the camera). This makes the webinar more appealing, engaging and useful.
- Create an outline, but don't overly script your delivery. That's because you don't want to sound like a robot when you do your webinar. Your outline will keep you track without you reading every word of a script.



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- Practice your delivery. Be sure you're speaking in a friendly, conversational tone.
- Engage your audience. This includes:
  - Telling stories to emotionally engage the audience.
  - Asking them thought-provoking questions.
  - Fielding questions from the audience (directly engaging with them).
  - Staying focused on their problems and how to fix those problems.

Also, be sure the content of your webinar naturally leads to the product you're pitching. Which brings us to the next piece...

## 7. The Product You're Promoting

One of the jobs of your webinar is to build a responsive list. Another of its jobs is to help you generate post-webinar sales. That's why you need to make sure you're promoting a product with these characteristics:

- It's something your prospects really want. (Hint: do your market research to find out what they're already buying.)
- The product is directly related to the content of the webinar.
- It's a high-quality product that you're proud to promote.

Next...

## 8. The Product Pitch

The second part of generating sales is to create a good pitch at the end of your webinar. This includes:



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- Stirring up the pain of the problem. You want to remind people of how unhappy they are with this problem, and how frustrating it's been to try to solve the problem.
- Getting people to imagine the joy of the solution. Now you introduce your offer as the solution to their problems. This gives people hope. It makes them feel better, especially if you can get them imagining they'll have good results.
- Sharing the benefits of the product. Here's where you list all the reasons why your viewers should buy the product. Basically, this is the answer to the questions, "Why should I buy this product, and what will it do for me?"
- Offering proof. People are naturally going to be a little skeptical of your claims. That's why it's a good idea to offer proof, such as information from a case study. Whenever possible, produce "live" proof during the webinar.

For example, if you're claiming an advertising strategy has produced great results for you, show screenshots of your conversion reports or sales totals for that product.

- Providing a call to action. Finally, you need to end this pitch by specifically telling people what you want to do next. E.G., "Go to [www.yoursite.com](http://www.yoursite.com) right now to pick up this amazing package of writing tools, tutorials and templates!"

Next...

## 9. The Pace Of Your Webinar

One of the reasons people get bored during a webinar is because the pacing is too slow. Here are factors that can slow down your webinar:



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- You're talking too slow. A slow rate of speech and a monotone voice oozes boredom. So show your enthusiasm by talking more quickly and changing the tone of your voice.
- You're talking about personal things too much. It's okay to touch on a personal note to build credibility or to tell a relevant story. But if you talk about yourself too much (rather than focusing on the audience's problems), eventually your viewers are going to start thinking, "Who cares?"
- You're interacting on a personal level with the audience too much. Interacting is a good thing, such as when you field questions from an audience. But if you're just doing small talk with one person, the rest of your audience is going to get bored (especially those who watch the replay later).
- You're not changing the visuals enough. This is particularly true if you're doing a slide-presentation. If you sit on one slide for too long, the audience is going to get bored.

*TIP: Practice your webinar ahead of time, and ask a trusted friend to critique your delivery.*

Next...

## 10. The Post-Webinar Emails

Once the webinar is over, you want to keep the excitement going and start generating sales by sending a series of post-webinar emails. Check that your emails include these points:

- An enticing subject line. Again, use benefit-driven or curiosity-arousing subjects to get people to open your emails.



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- A recap of the main points and benefits of the webinar. You'll want to encourage people to watch it again (or watch it for the first time if they didn't attend the live event).
- The benefits of the product you're promoting. Remind people of the biggest reasons they should get their hands on this product.
- A call to action. This is where you specifically instruct people to order the product now. For best results, stir up a sense of urgency. One good way to do this is with a limited-time discount. E.G., "Order in the next 72 hours, and you'll enjoy a whopping 50% discount! Click here to claim your discount right now..."

## Conclusion

As you can see, there are a lot of pieces and parts you need to pull together in order to have a winning webinar. This checklist stepped you through the top ten pieces. If you apply what you just learned above, you'll enjoy plenty of attendees at your webinars, a big mailing list, and nice stream of post-webinar sales!



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