



# Webinar Profits

## *PART IV*

*15 CONTENT RECIPES TO IMPRESS*



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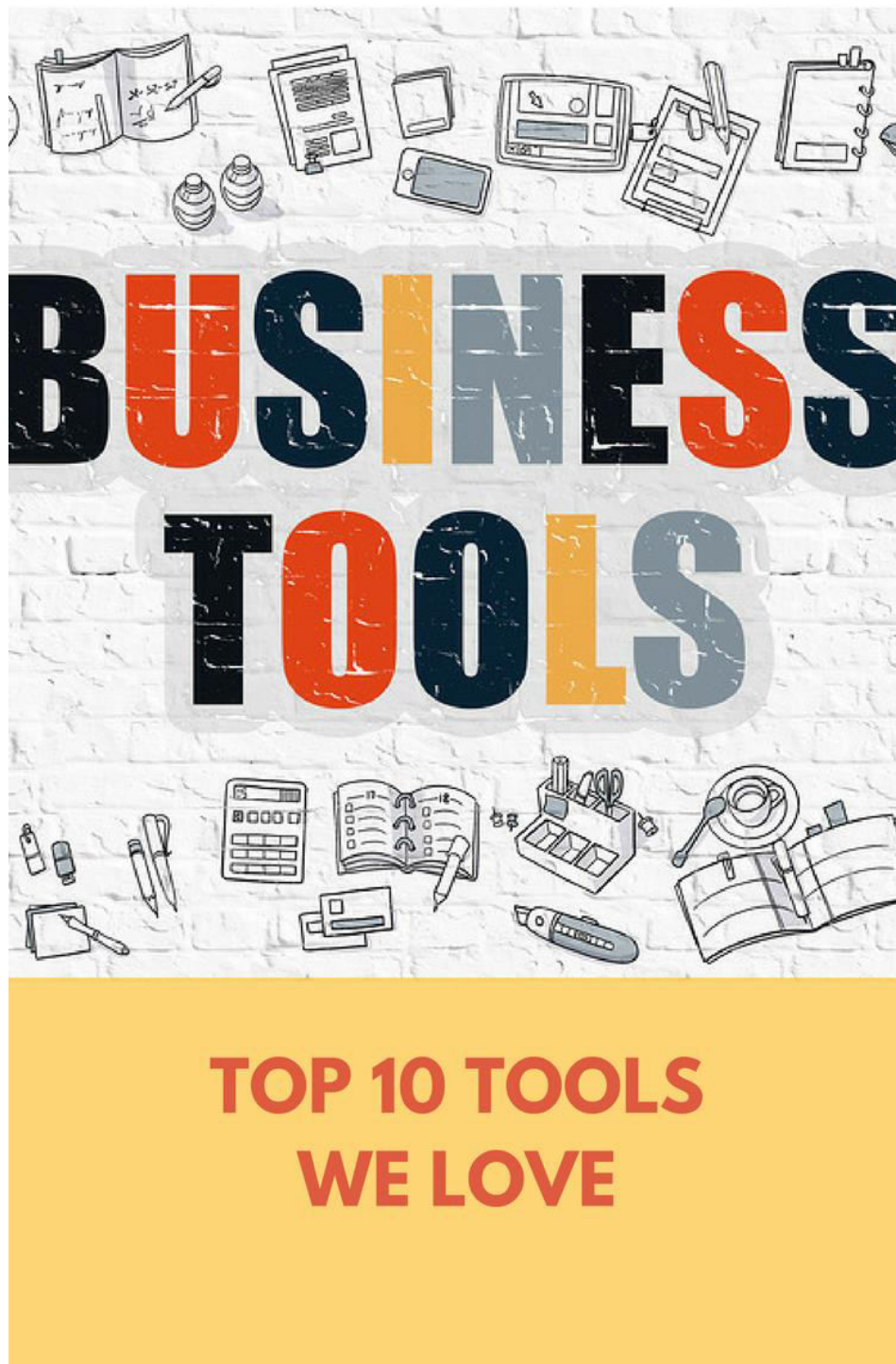
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## 15 Content Recipes That Will Impress Your Attendees

If you've been planning your webinar, then you've probably been tossing around different ways to approach the "meat " or learning part of the webinar.

Most people think about two or three different ways to do it, which is pretty limiting. That's why you're about to discover 15 content recipes that will keep your attendees engaged, impressed, and staying on your webinar right to the very end.

*TIP: These "recipes" may be presented using different mediums. For example, a "how to" video might be presented as a talking head video, a demo video, or even a slide presentation. Pick your content recipe first, and then decide the best format for its presentation.*

Check them out...

### 1. The Step-By-Step "How To" Webinar

This is a popular format because viewers tend to find it quite useful. Basically, you teach them how to complete a specific task or achieve a goal. For example, you might give people the step-by-step process for setting up a blog, restoring the interior of a classic car, or selling a home.

The outline for this webinar would look like this:

- A. Introduction, where you build anticipation.
- B. The meat of the webinar, where you share the steps of each process.
- C. A product pitch, where you share a tool or resource to make the process easier.



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- D. The conclusion, where you recap the content and provide a call to action to buy the item, answer questions and really focus on testimonials if you have them.

Next...

## 2. The Tips and Tricks Webinar

Here's where you offer tips to make it easier for people to achieve a goal. E.G., "Ten Tips for Getting Top Dollar When You Sell Your Home."

Here's one way to structure the webinar:

- A. Introduction.
- B. The meat of the content, where you share your tips.
- C. Here you'll share a tip, which will involve using a certain product to achieve a goal. For example, if a tip for bodybuilders is to consume one gram of protein per pound every day, then you might promote a specific brand of whey protein to make it easier to implement the tip.
- D. Conclusion, where you emphasize the benefits of the product and provide a call to action.

## 3. The Tools Webinar

Here's where you present tools to make a process easier. This might be a gear list, a list of software, or even specific non-tangible tools people can put to work for them (such as a calming breathing exercise to help reduce stress).

E.G., "The Top 10 Tools Every Online Marketer Ought To Be Using."

The beauty of this webinar is that you can promote multiple products from within the same webinar.



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Here's an example outline:

- A. Introduction – go over the ways that the following tools help people complete a task faster, easier and/or better.
- B. List your tools, along with specific reasons why you use those exact tools. If possible, demonstrate each of these tools live during the webinar.
- C. Conclusion. Go over the reasons again why people should use the tools, and encourage them to start using these tools too.

TIP: You'll want to provide a text-based copy of your list of tools – such as a downloadable PDF with links – so that your viewers have all the links at their fingertips.

## 4. The Mistakes Webinar

During this webinar you'd share the most common mistakes people make in the niche and how to avoid them. E.G., "The Top Five Fat-Loss Mistakes You're Making Right Now!"

Here's a sample outline:

- A. Introduction, where you build fear about making these particular mistakes.
- B. The meat of the webinar, where you share the top mistakes and how to avoid them.
- C. How a specific product can help people either:
  - 1) Avoid making other mistakes. Here you might promote an information product that shortcuts the learning curve.
  - 2) Avoid making a specific mistake. For example, you might recommend that marathon runners buy a



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specific pair of shoes (through your affiliate link) to help ward off common problems such as blisters.

- D. Conclusion - reiterate the danger of making these mistakes, and call people to action to purchase the product to protect themselves.

## 5. The “Ways To” Webinar

Here’s where you present different ways to accomplish a goal or complete a task. E.G., “Five Ways To Shave Strokes Off Your Golf Game.”

Here’s an example outline:

- A. Introduction, where you whet people’s appetite for what’s to come by sharing benefits and arousing curiosity. E.G., “You’re about to discover the absolute easiest way to boost your conversion rates.”
- B. The meat of your webinar, where you share your “ways.” If the ways can’t be used together to achieve a goal, then you should provide the pros and cons of each method. For example, one way to lose weight is with a moderate carb diet, and another way is with a low carb diet. But these ways can’t be used together.
- C. Here you share one of the ways, tout its benefits, and then promote a related product or service. For example, if your webinar talks about different ways to set up an ecommerce store, you might promote a course you have on setting up Shopify stores..
- D. Conclusion. Here you recap the main points of the webinar, and then end with a call to action where you promote the product or service.





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## 6. The Interview Webinar

As the name implies, this is where you bring a guest onto the webinar. You might interview the guest, or the guest might interview you.

Here's an example outline:

- A. Introduce the guest. Build credibility, and basically let viewers know why they should listen to this person.
- B. Interview the guest to uncover good tips and strategies for the niche. Example questions:

What mistakes did you make when you were just starting out?

If you were starting in the niche today, what would you do first?

What is the best way to [get some benefit]?

- C. Conclusion: Thank the guest, and then promote the guest's product at the end of the webinar.

NOTE: While you'll want to draw up the questions ahead of time, and you may even give your guest an idea of the sorts of questions you'll ask, do NOT script the interview. If both of you are just reading your questions and answers, the interview will sound stilted and even fake.

## 7. The Guest Panel Webinar

This is where your webinar includes two or more experts to create a "panel" to discuss a specific topic. E.G., "What Do Top Personal Trainers Really Think About Low-Carb Dieting?"

This webinar will be most engaging if you can bring on different types of experts who will have differing opinions about how best to achieve a goal. For example, you might bring on a dietitian, personal trainer,



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body builder and health professional to talk about the best way to lose weight.

You won't create an outline, per se. But here's how you might structure this webinar:

- A. Introduction. Here you'll introduce each person on your panel and build their credibility.
- B. Ask a question, and select one panelist to answer. Then give each panelist an opportunity to answer. If two panelists are in disagreement, you may spend extra time letting them "argue" their case.
- C. You'll want to prepare a few questions ahead of time to keep the conversation moving along, but generally a panel will tend to take on a life of its own.
- D. Conclusion. Thank your panelists for their time. As you thank them individually, you can promote their products or services.

Note: Since you may be promoting several offers, it's a good idea to provide a PDF of the offers mentioned during the call.

## 8. The Product Review Webinar

This is where you review a product, including both its pros and cons, and then make a recommendation at the end (assuming you like the product, you'll recommend it).

Here's an outline for this webinar:

- A. Introduction—what the product is and what it does.
- B. Demo the product whenever possible.
- C. Go through the features of the product, highlighting the benefits.



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- D. Highlight the potential weaknesses of the product. Whenever possible, handle these objections (i.e., let people know why these weaknesses aren't deal-breakers).
- E. Offer your recommendation, and let people know who would most benefit from using the product. Then offer a call to action to purchase the product.

## 9. The Case Study Webinar

This type of webinar helps sell a product by providing proof that the product works.

Here's an example outline:

- A. Introduction of the product and what it does.
- B. Introduction of the person who did the case study OR your own case study.
- C. "Before" / baseline data. For example, if it's a weight loss case study, you'd share before pics as well as weights and measurements.
- D. Data after starting to use the product. This may be data reported hourly, daily, weekly or monthly, depending on what the process is. For example, with a weight loss case study you might present weekly measurements, pics and other proof.
- E. Conclusion – talk about how well the product worked to get the desired results. Show proof. Encourage viewers to purchase the product and start using it for themselves.

## 10. The "Live Proof" Webinar

This is another proof video, except here you provide "live" proof. For example, if you're selling a guide on how to build a responsive list, you



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might send out an email to your list live on the air and watch the sales pour in.

There is no outline here, as this is a bit unpredictable. Basically:

- Let people know what you're going to do and what you expect to happen.
- Provide your live proof.
- Recap the results and encourage people to buy the related offer.

The "Live Proof" webinar is risky and you only want to do this if you have a history of being able to show results.

No one wants to be a guinea pig so don't force your viewers to wait for a result that you can't guarantee.

## **11. The Group-Coaching Webinar**

Here's where you field questions from the audience and answer them during the broadcast. For best results, you might solicit questions ahead of time so that you can prepare thorough answers and give the most useful responses.

Naturally, the outline here is just the basic question and answer format. You'll want to answer one or more of the questions by providing a product recommendation. Or you can let your expertise speak for itself, and then promote your information product at the end.

This is where a membership or group-coaching product would be an ideal CTA. You're demonstrating your own knowledge plus how fun it can be to interact in a group setting.

## **12. The Training Webinar**

The idea behind this webinar is to show viewers how to do something. In particular, you might show them the best way to use a particular tool (and then you promote that tool from within the webinar).



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For example, you might want to train your viewers on how to set up a Facebook Ad for their business.

Then your call to action could be your course on creating winning FB ads.

OR you can show a small incomplete part of creating a Facebook Ad and then sell your agency services to manage other people's ad accounts.

So the outline is your basic structure like this:

- A. Introduction (whet appetite for what is coming).
- B. Step-by-step training and instruction.
- C. Conclusion where you promote the tool or other product.

## **13. The Fear-Logic-Gain Webinar**

This is a direct-sales webinar, where you touch on different factors (fear, logic and gain) that will appeal to different segments of your audience.

Here are the parts of this webinar:

- A. Introduction, where you introduce the product.
- B. Gain: where you share the benefits of the product.
- C. Logic: where you provide rational reasons to buy the product (backed by data or science).
- D. Fear: where you give prospects a reason to buy now, such as fear of missing out on a great deal.
- E. Conclusion: provide a call to action, where you promote the product.



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## 14. The VSL-Style Webinar

This is a video-sales-letter (VSL) style webinar, where you structure your webinar in the same format as a sales letter.

Here's a sample outline:

- A. Identify the problem.
- B. Remind people of the pain of this problem.
- C. Introduce a product as the solution to this problem.
- D. Share the benefits of this solution.
- E. Offer proof (and demo the product where possible).
- F. Handle objections.
- G. Justify the price.
- H. Call prospects to action by encouraging them to buy the product.

## 15. Behind the Scenes Webinar

This is where you take your viewers behind the scenes. You might take them live to an event (like a trade show), or you can just give them a behind-the-scenes look at your niche. For example, a personal trainer might show what all goes into planning a fitness boot camp.

## Conclusion

As you can see, there are plenty of content recipes you can use to engage, impress and inspire action in your viewers. What you choose depends on what you're teaching and what you're promoting. But the bottom line is, don't just limit yourself to one or two webinar styles, when there are so many different kinds to suit your needs.



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