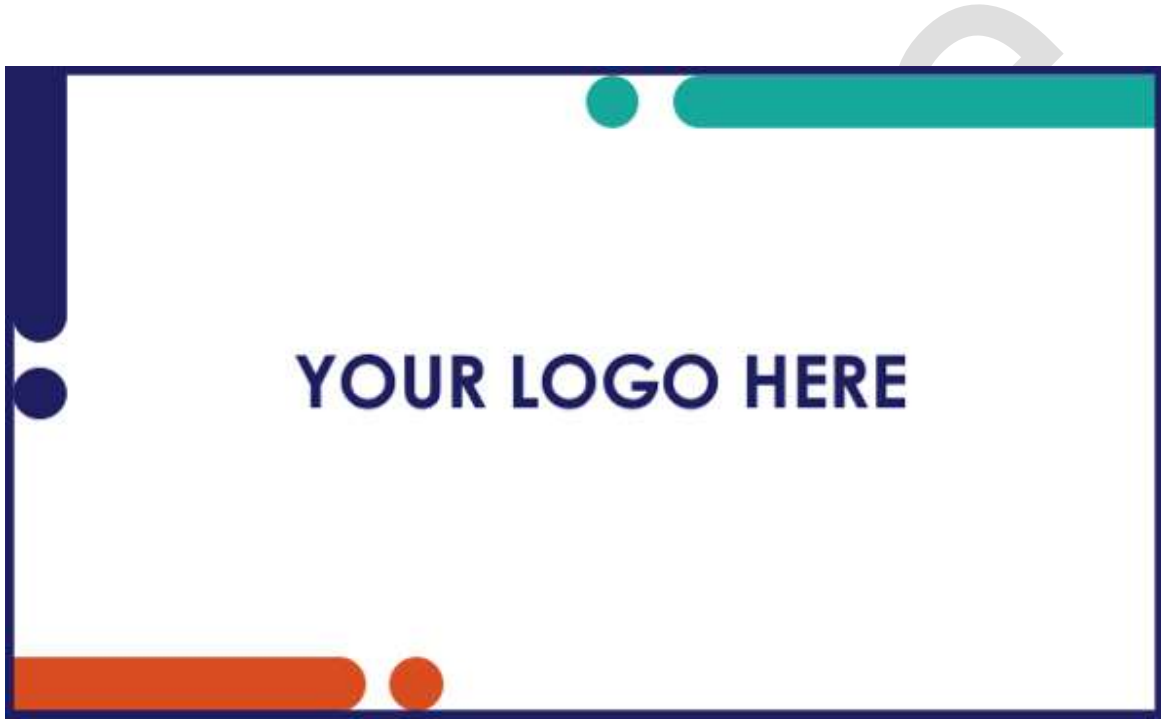


# Selling With Webinars

How to Use Webinars to Sell More of Your Products  
& Services



**Course Book**

# Table of Contents

Introduction.....3

Module 1 – Make Webinars Part of Your Marketing Arsenal.....7

Module 2 - Choose a Webinar Topic for Your Ideal Audience.....

Module 3 – Your Top Webinar Formats .....

Module 4 - Select Your Webinar Model .....

Module 5 - Select Your Webinar Tech .....

Module 6 - Craft Your Webinar Message .....

    Lesson 1: Define Your Webinar Structure.....

    Lesson 2: Create Webinar Content.....

Module 7 - Three Stages to Deliver Webinar Success .....

    Lesson 1: Pre-Webinar 8 weeks.....

    Lesson 2: During Webinar.....

    Lesson 3: Post Webinar - Event + 2 Weeks.....

Module 8 - Conclusion & Next Steps.....

# Introduction

**W**ebinars are an exceptionally valuable sales and marketing asset that any type of business can benefit from. Through webinars, you can educate your audience on a wide range of topics and include calls-to-action that generate revenue without giving people a 'hard sell.'

In addition to selling your products and services, a successful webinar can help build credibility for yourself and your business, generate more leads, raise your expert status, and educate and inspire your audience.

The webinar format has been around for a long time, and it isn't going away. Webinars are a tried-and-true tool for marketing. In fact, as people adopt remote working and rely on online resources rather than in-person education, webinars have become even more popular.

In this course, you'll learn how to plan, create, and deliver an engaging webinar that showcases how your product or service provides your audience with the solution they're looking for. You'll identify your ideal attendee, choose a webinar platform that suits your needs, and include elements to increase conversions. By the end of the course, you'll have all the steps to follow to create your first successful webinar and use it to meet your goals.

**Here is your roadmap through the course:**



## Learning Objectives:

By the time you complete this course, you'll be able to:

- Identify where webinars can impact your conversions, so you can reach your sales and marketing goals faster
- Clarify your target audience and pick a webinar topic that addresses one of their key challenges and aligns with your priority goal
- Choose the webinar format that will deliver the content your audience wants and generate a headline which will attract registrations
- Select the model of webinar that will best suit the needs of your audience and the goal of your webinar
- Pick a webinar platform that will enable you to deliver an engaging and high-converting experience

- Structure your webinar to suit the needs of your attendees and your preferred way of presenting
- Design content that addresses your target market's challenge so that you motivate them to take action
- Follow the step-by-step stages for webinar success so that you get the maximum benefits from your event
- Create a timeline for your webinar creation and plan the tactics you'll use for promoting your event
- Conduct an engaging webinar so that your presentation leads attendees to take the action you want
- Choose post-webinar activities to continue promotion so that you maximize the return on your webinar and get even more sales
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 8 major modules and individual lessons to take you step-by-step through the way to plan, create, and deliver engaging webinars.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

Sample

# Module 1 – Make Webinars Part of Your Marketing Arsenal

It's likely that you've already attended a webinar in the past. You may have had a great experience, or you may have come away disappointed. By simply being in the audience, you can learn a great deal about how to deliver a successful webinar and pitfalls to avoid.

However, if you haven't run webinars yourself and used them for your own marketing, now is the time to start.

Webinars aren't just about selling. They can serve different purposes and you can use them to attract people at all stages of the customer journey. Here are some examples of what to use webinars for:



- Product demonstration
- Follow-up product training
- Lead generation
- Customer retention
- Launches
- Promotion
- Community building
- Building expertise

## Livestream or Webinar?

Livestreaming from a social media platform has become very popular in recent years. You have access to millions of people, so you can spread the word far and wide about what you do. While they may seem similar on the surface, there are some key differences between livestreaming and running a webinar.

### Livestream

Livestreamed content is usually focused on providing subject matter in a casual, fun way, as livestreams are broadcast on platforms people often use for distraction or entertainment.

This strategy works well for entrepreneurs who enjoy an unscripted approach. Viewers can comment, send emojis, and answer questions in the chat. There's no problem sharing on other social media platforms, so you can promote an event widely.



Depending on the livestreaming software you use, you can also capture people's email details and use livestream for lead generation, although that isn't automatic.

Livestreaming is a great way to build and engage an audience, as it offers an immediacy that creates impact. It's an entertaining approach if you have a message you want to share quickly or want to show an unboxing or a backstage broadcast. You can even use it to promote your webinar.

## **Webinars**

Webinars need to be organized in advance, so they provide a more thought-through approach to communicating with your audience. You can carefully prepare your script and your call-to-action with slides and other supporting material. With most platforms, the number of registrations is restricted, but unless you have huge worldwide audience this won't be much of a limitation.

All webinar platforms allow you to collect people's email addresses automatically, which is especially important for marketing. They also provide great email communication tools for pre- and post-webinar contact which are quickly customized.

Additionally, webinars give you the chance to collect important performance information related to the session itself so you can tweak your presentation for next time.

It's a good idea to keep livestreams in your marketing toolkit along with webinars. There are some cases where a livestream will be the best fit, and others where only a webinar will do. There are pluses and minuses to each. Webinars aren't necessarily better — just different.

**ATTENTION:**

This is only an excerpt from our full course **Selling With Webinars**. The full, customizable course contains 8 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

Sample