



**SKILL 25**

**WEBINARS**

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# MODULE J

## INTERACTIVE MEDIA

Interactive Media includes:

1. **SKILL 25: WEBINARS**
2. **SKILL 26: ONLINE PROGRAMS / ONLINE SUMMITS**
3. **SKILL 27: FACEBOOK CHALLENGES**



## SKILL 25: WEBINARS

### WHAT IS A WEBINAR?

A webinar is an **internet platform** that allows you to teach through video based media. It's like watching a TV show except that one has the choice of running this live or in a pre-recorded (evergreen) fashion.

On the sidebar of the webinar, people can make comments or ask questions. You, the moderator, can comment. Webinars are useful for teaching when you want to share your screen. A lot of technology and "how-to" demonstrations are taught through webinars.

# WEBINARS

## 1. WHAT IS A WEBINAR?

*A webinar is like a pre-recorded or live TV show that you give through your computer. They are excellent for teaching and they allow for live interaction.*



WEBINARS

### TECHNOLOGY

*The software program that Manon and Darin use is Zoom, because of its ease of use, cost and versatility.*

### ON-LINE COURSES

*Your online course can include "call-in sessions" or "coaching sessions". Each of these live is essentially a webinar.*

# INTERACTIVE MEDIA

## WEBINAR APPLICATIONS

**MARKETING:** Webinars are used for two primary purposes: *Teaching and Marketing*. Because of this, many information webinars are actually marketing webinars. Here, you'll learn how to produce a marketing video.

**CLASSES:** Once students are enrolled, you can use webinars for your online program, when students need support and answers to their questions. Your online course can include "call-in sessions", Q and A sessions and live classes. Each of these live "coaching sessions" is a webinar. Ask your students what their challenges are and help them to overcome them - live.

**CONFERENCES:** A Webinar Conference is a series of live webinars broadcast over a short period of time. They are multi-speaker conferences with speaking events over several days. All speakers help to promote the event. That's how you build your mailing list. See Skill 26, Online Summits.



## WEBINAR TOOLS

### GENNDI (Webinar Jam)

Two well-known paying webinar platforms are **GENNDI** (which used to be called Webinar Jam) and **EVER-WEBINAR**. There is a yearly cost for these programs. **GENNDI** (Webinar Jam) was designed by marketers, with a marketing mindset. Though you can use it for educating your students, you'll want to put it to work for marketing purposes. If you want to run high quality webinars, you need to have high speed internet and a good computer. Especially if you are planning to do Live Full HD Broadcasts.

### EVER WEBINAR

Ever Webinar is Genndi's sister product. It's designed to replicate live webinars on an automatic basis. So, if you want to build an evergreen sales funnel that has an automated webinar tool option, then use "Ever Webinar". But do a few live webinars on Genndi to master the content and conversion rate before automating your webinars using Ever Webinar.

### GOOGLE HANGOUT ON AIR

Hangout On Air is a free tool offered by Google. It's great for sharing your knowledge, but it isn't designed for marketing. All you need is a Google+ account. To start a Hangout on Air, go to <https://plus.google.com/hangouts/onair> and click on Create A Hangout On Air. Follow the messages on the screen.

ZOOM is highly recommended for webinars. This is a good starting point for learning. Zoom is free for visual (face to face) conference calls, but their webinar platform requires an upgrade fee to be able to use. The advantage of Zoom is the ease with which one can operate it.

CAMTASIA is the industry standard for streaming video. More information can be found in the section on Online Summits or by going online.

## ADVANTAGES OF WEBINARS

**CONTENT:** If you want to build a business sharing knowledge and information, webinars are an important tool. Use webinars to train your students live. Webinars can also be an essential part of your sales funnel. By doing live webinars you can:

- Create content for your YouTube channel.
- Build your list through the webinar registration.
- Create audio trainings that can be uploaded as podcasts.

**EASE OF USE:** All you are personally involved with is the one hour live talk that you give. The rest can be done by your tech support and through automated systems.

**MARKETING:** Webinars are a great way to market online because:

- You don't need to prepare a **Sales Letter**
- You don't have to build a **Complex Funnel**
- They are an excellent way to **Sell Programs**
- They are an excellent way to get **JV Partners**
- They are a great way to **Build your List**

## CREATING A SUCCESSFUL MARKETING WEBINAR IN SEVEN STEPS

There are Seven Steps (7 Cs) to creating a successful Marketing Webinar.



## STEP ONE: COMMENCE

The first step is **welcoming** people to your webinar.

- **Make Your Big Promise:** Attendees can feel and see themselves using your product.
- Don't focus on sit ups (**Skills**). Focus on **six pack abs (Results)**.
- We have a **Special Bonus** at the end. We'll be doing a Q and A.

You now have in your hands the exact same template for \_\_\_\_\_ that I've used to create \_\_\_\_\_ for my private clients and generate \_\_\_\_\_ over the last \_\_\_\_\_ (Weeks, Months or Years).

MY BIG PROMISE IS: \_\_\_\_\_

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**COMMENCE**

**MAKE A BIG PROMISE**  
*Attendees can feel and see themselves using your product.*

**WELCOME!**

**RESULTS**  
*Don't focus on sit ups (the Work). Focus on six pack abs (Results).*

**SPECIAL BONUS**  
*We have a Special Bonus at the end. We'll be doing a Q and A.*

**STEP ONE**

## STEP TWO: CONNECT

Why did you sign up for the webinar? Remind them of what they are going to learn. Let them know who you are. You need to bring them fully present into the experience with you. 3 to 5 Minutes

- **Title Slide:** A basic slide with your title on it, maybe your name.
- **Brief Introduction of You** – 1 slide, 4-5 succinct points.
- **What They're Going to Get** - your bullet points of the content.



WHAT THEY ARE GETTING FROM THIS WEBINAR: \_\_\_\_\_

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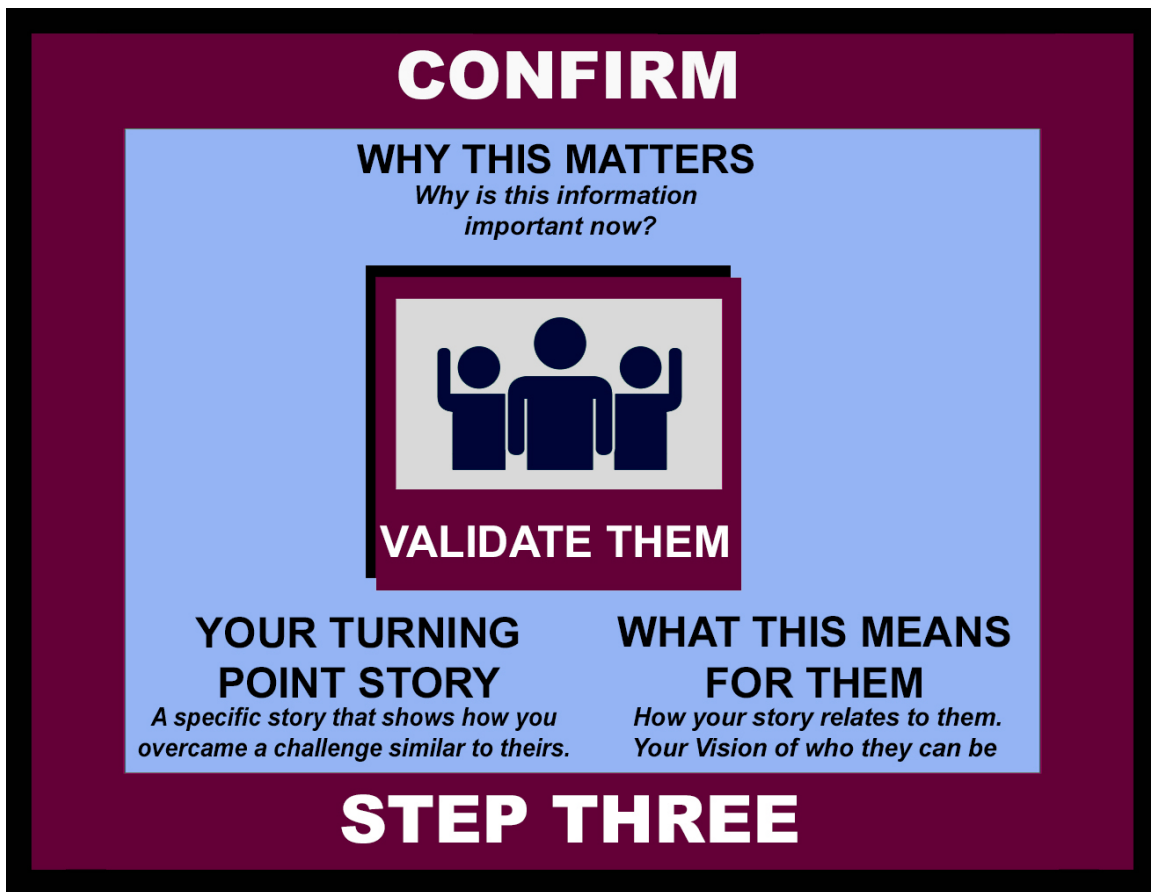
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## STEP THREE: CONFIRM

Acknowledge who they are. Validate them. Let them feel how important they are to you. Your turning point story demonstrates your humanity and shows your expertise in your topic and your support for the mission that they are on. Your turning point story goes here. 5 to 10 Minutes

- **Who This is For:** Who did you create this webinar for?
- **Why This Matters:** Why is this information important now?
- **Your “Turning Point” Story:** Tell a specific story that shows a challenge you faced similar to theirs and how you overcame it.
- **What This Means for Them:** How your story relates to their situation. Your vision for who they can be.



MY TURNING POINT STORY AND WHAT THIS MEANS FOR THEM:

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## STEP FOUR: CONTENT

Teach your audience something amazing. Provide some real value to your attendees on your topic. Don't hold back. Share your best information. Provide 3 main teaching points. Position your program as the indispensable first step. 25 to 40 Minutes

**CONTENT**

**YOUR BEST INFORMATION**  
*Provide real value to your attendees.  
Give them your best.*

**INFORM THEM**

**DON'T HOLD BACK**  
*Position your program as the indispensable first step.*

**THREE BULLET POINTS**  
*WHAT is it? WHY does it matter? HOW do they do it?*

**STEP FOUR**

### TEACHING POINT ONE

**WHAT** is it? **WHY** does it matter? **HOW** can they do it?

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## STEP FIVE: COMPELLING NEED

Create maximum receptivity for your offer. Set the stage for the decision you're about to ask them to make. Make it clear that they need your help without invalidating the information you just gave them. 5 to 10 Minutes.

- **Recall the Vision:** Remind them of the vision you described.
- **Reality Check:** Help them understand the extent of the problems preventing them from achieving that vision.
- **Ask Them to Commit:** Transition to the Offer. Show that you have a solution to the problem(s) identified in the Reality Check.

# COMPELLING NEED

### RECALL THE VISION

*Remind them of the vision you described.*



### INFORM THEM

<h3>REALITY CHECK</h3> <p><i>Help them understand the extent of the problems preventing them from achieving that vision.</i></p>	<h3>ASK THEM TO COMMIT</h3> <p><i>Transition to the Offer. Show them that you have a solution.</i></p>
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## STEP FIVE

BUILD RECEPTIVITY. SET UP THE TRANSITION TO YOUR OFFER:

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## STEP SIX: COMPELLING OFFER

Present your offer. Make it as irresistible as possible. The sequence and approach to this is very important. Make them an offer they can't refuse because they see it as the answer to the problem that they face on the path they've chosen for themselves. 10 to 15



**1. NAME OF THE PROGRAM:** What's your program or offer called?

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**2. THE BIG BENEFIT:** A benefit that's big enough to get them excited and specific enough that they know it's for them.

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**3. WHAT'S INCLUDED:** What's in the offer? How will it benefit them?

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**4. TESTIMONIAL / CASE STUDY:** Someone who got results with your system.

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

**5. INVESTMENT:** What will it cost them? \_\_\_\_\_

**6. CALL TO ACTION:** Tell them exactly what action to take.

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**7. BONUSES:** Show them all the bonuses you have to add value to the offer and address their biggest concerns about your program.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Bonus Stack:** Show them everything that they're getting on one slide. Tell them the total value and show them the price of the offer.

**8. SECOND CALL TO ACTION:** Tell them again exactly what action to take.

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**9. RISK REVERSAL:** Share the guarantee you offer.

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**10. THIRD CALL TO ACTION:** Tell them again exactly what action to take.

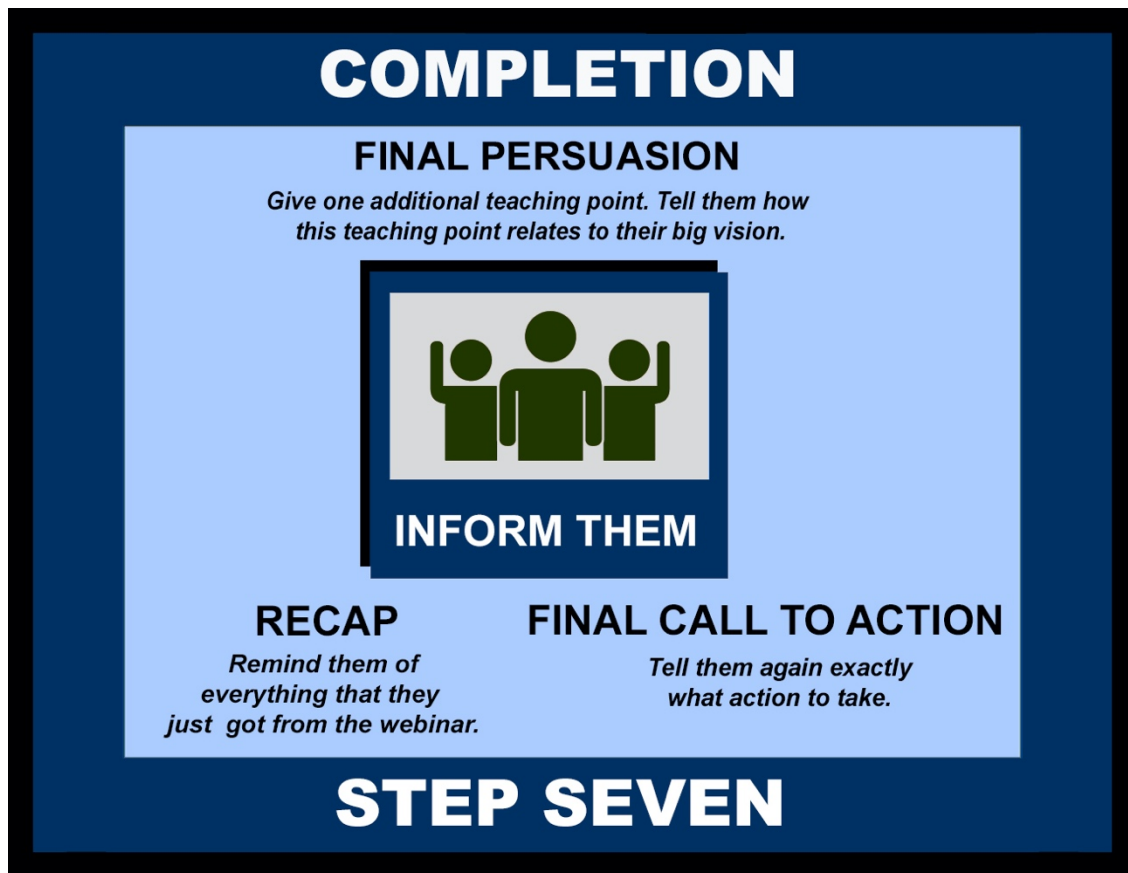
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## STEP SEVEN: COMPLETION

Help people who are leaning toward taking your offer to see that it's right for them. Justify your audience's decision to buy your program. 5 to 10

- **Justification Teaching Point** – give an additional teaching point
- **What that Means** – tell them how this teaching point relates to the big vision of what they're seeking to achieve.
- **Offer Recap** – remind them of everything that they got.
- **Final Call-to-Action** – tell them again exactly what action to take.
- **Wrap Up:** I know we had a limited amount of time and I wanted to respect that. Given the amount of time we had, did we do a good job of giving you stuff that, even if you walked away, you could use in your business tomorrow? Let me know in the chat by saying yes (or no).



YOUR COMPLETION: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_