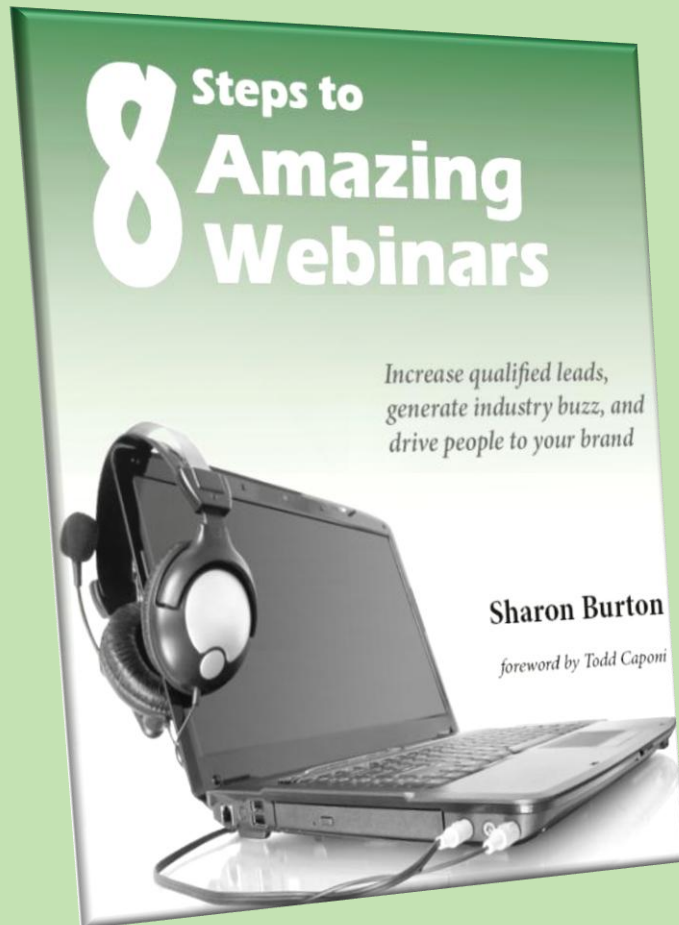


Five “Must Do’s” for Your Next Webinar



From the book:

8 Steps to Amazing Webinars

Available on Amazon and Barnes and Noble

Hosted by Sharon Burton

Available on Amazon

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webex


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I'm Sharon Burton

In the Communication industry for 20 years

- Content strategy consultant
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Benefit of webinars

- Add value to your brand
- Generate industry buzz
- Introduce potential customers to your products
- Position your company as a leader in the field
- Present related secondary topics to interest possible customers
- Support current users with in-depth demonstrations on advanced topics



Benefits of webinars

- A well run webinar adds value to your company and brand.
- A poorly run webinar makes your company look clueless and out of touch.
- In our last on-demand webinar, we talked about five mistakes to avoid. Please check it out!

Search WebEx Channels: Sharon Burton.



A blurred background image showing three people in business attire (a man in a blue shirt, a woman in a green jacket, and a man in a pink shirt) leaning over a table, looking at documents. A solid blue banner is overlaid at the bottom of the image, containing white text.

Five things you should do in your next webinar!

1. Start and end on time...

- Attendees scheduled an hour out of their in-all-likelihood very busy day to listen to your topic.
- Have a “Welcome” slide up 10 minutes before the start time to welcome people to the webinar.
- End the webinar when you said you would.

Extend question-and-answer period.

Best Practice: Show respect to your attendees by starting on time.



2. Sound high-energy; create “tight” slides

- A monotone voice sucks out the excitement; leaves your audience depressed and sad.

Record your voice and listen to how you talk.
Find a voice coach if you need help.

- Limit bullets to four or five per slide, total.

Don't use animations.

Best Practice: Make your voice interesting.



3. Provide a premium: related white paper or giveaway

- Give attendees something tangible to show for the time they spent with you.
- Attendees can share with others, making them a valuable part of the team.
- Earning a premium is always exciting .

Most people don't win much in their lives and a premium feels like a "win"!

Best Practice: Create a white paper or give away products or services to attendees.



4. Share the webinar

- People often intend to make your live webinar and get called away.
- About 50% of your signups expect a recording to access later, share with co-workers, etc.
- Record and share increases access and extends your reach.
- Use social media to advertise, invite and create a long tail of engagement.

Best Practice: Record your webinars and make the recording available



Follow-Up with Attendees

- Contact information from your attendees is potential money in your pocket.
- These people are interested in your subject matter; they are primed for more information.
- Future engagement can be as easy as advertising your next webinar or as interesting as a follow-up email with a special offer.

Best Practice: Follow up with leads, even if they are existing customers.



Learn More! 8 Steps to Amazing Webinars

More tips and strategies to run amazing webinar series:

- eBook available now at BN.com and Amazon.com
- Available April 9 in paperback at Amazon.com and BN.com
- Sharon Burton
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Thank you!

