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1

Subject line: First Lesson -Webinar Basics

Hello "autoresponder code here",

Welcome to the first lesson in the Webinar Basics Crash Course.

Over the next few days you will receive several lessons that will help you learn how webinar's work, what they can do for your business and how to use them to your advantage.

In this first lesson let's talk a little bit about what webinars are so that you can gain a better understanding of what they can do for your business.

As the name implies, webinars are web-based seminars that are Viewed by participants over the internet. They are often referred to as online workshops or online seminars. Webinars have many uses. For instance; building a brand, generating sales, attracting prospects, training groups of people, holding press conferences, corporate announcements and focus groups.

Webinars are very similar to conference based seminars; the only difference is that the participants listen to audio and view the presentation in their web browser. The main benefit of a webinar is the interactive element which is the ability to discuss, give and receive information. It's differs from a "webcast" which doesn't allow interaction between the audience and presenter.

More and more businesses have discovered the advantages that webinars have to offer and have started offering them in addition to or instead of more traditional face-to-face seminars.

What makes webinar's so attractive to business owners is their flexibility, affordability, efficiency and effectiveness. Another plus is that participants don't have to travel in order to attend a webinar; they can learn from their office or in the comfort of their homes at times that are convenient for them.

Being able to digitally record their presentations for future playback is also giving business owners the ability to reach a much larger audience over a longer period of time.

They also help businesses cut down on traveling and other expenses that they would normally incur with more traditional seminars and conferences. To host or attend a webinar all you need is a computer, internet access and a phone line. You can also include downloadable materials like handouts, printable checklists and other reference files.

Webinars not only help business owners reach larger audiences, they help them reach them faster than ever before. They make it possible for colleagues across the globe to meet, work and collaborate as a team. Attendees and presenters can easily participate, learn and interact through Q&A, document sharing, polls and more no matter where they are.

There are many different formats that can be used to plan a webinar. Here are a few examples:

- A training session

This webinar format is ideally suited for transferring skills and knowledge. Average running time is about one hour. You can offer downloadable handouts and exercises for your attendees complete during the training. Be sure to allow time for them to ask you questions.

- A training course

This is the same as above except that you will present it as a multi-stage training course with a series of short webinars rather than a one long one. Average running time is about 20 to 30 minutes. You can also provide homework for your attendees to complete between each session.

- A keynote presentation

With this format you will be doing most of the talking, and have brief Q&A session towards the end of the presentation giving your attendees a chance to interact with you. Average running time is about 45-60 minutes.

- Interview an expert

This webinar format allows you to bring in other experts for your audience. Treat the webinar just like any other training webinar where you interview the guest expert while your attendees listen in on your conversation.

- Coaching and mentoring

The above formats focus on webinars as being for group presentations. But there's no reason you can't use them for one-on-one presentations. For instance; coaching, mentoring or consulting. With this type of webinar you'll be asking questions and giving the client time to answer them.

Some may say the webinars are less effective than meeting in person, but in some instances the interactive discussion of a webinar group can be a much more effective method of communication. The discussion boards provided in most webinar platforms allow and open exchange of knowledge and information wherein the host and attendees can freely participate. The discussions can be maintained online and anyone can review it anytime; this allows the information to propagate in many ways that a physical meeting cannot.

Webinars are fast becoming the first choice in web conferencing. Because of their ease and affordability businesses can hold an interactive presentation faster and more effectively than ever before. They can take full advantage of internet communication to build brand awareness, attract customers, sell products and more.

That's it for today's lesson. We have a lot to go over in the next few days if you want to learn how to webinars for your own business, so make sure you look for your next lesson soon. We will be talking about so of

the big benefits of hosting webinar for your own business.

Thank you again for joining, If you have any questions or need any assistance please feel free to contact me at anytime using the contact information below. I will be happy to help,

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2

subject line: Second Lesson - Webinar Basics

Hello "autoresponder code here",

It's time for your second lesson in the Webinar Basics crash course. I hope you found lesson one informative. In today's lesson we are going to discuss some of the benefits hosting and attending webinars can have for your business.

Have you ever wondered why so many business owners and entrepreneurs moonlight as speakers for teleseminars and webinars?

It's because they know that they have big benefits and advantages for their business. Here are a few examples of what webinars can do for your business:

- Introduce your business or brand

As we discussed briefly in your last lesson webinars can be used to build brand. They can be leveraged to introduce an unknown company, help build interest and attract attention for a new product or service. They also allow the business owner to represent the business and give it a face. This helps enforce the fact that the business is a real entity.

- Become a recognized authority

Another common business benefit of a webinar is that they can be used to build your reputation. This is especially important if you're still trying

to break into a particular industry and have to create enough buzz for yourself.

If you are able to produce and host a successful webinar, you will be able to build a following among your target market as well as expand and capture a wider segment of your audience.

- Promote products

Webinars are not only a way to communicate with your target market they are also used as vehicles to promote a product or service. This is why you'll find that so many speakers of webinars have books, ebooks, audio, videos and other products that they market to their webinar audience.

Generally, a speaker will discuss a topic with his or her audience and then refer to a product that can be used as reference, guide or instructional material. Much of the content found in these products cannot be accessed on the webinar, so the audience is motivated to purchase.

- Increase sales

With more traditional methods of promoting and selling products failing to be less effective than before, especially since many consumers prefer to browse and shop online. This is making webinar's more appealing than ever before as a way to drum up sales for a product.

Many experienced webinar speakers swear by these methods, even reporting sales of their products in thousands of dollars.

- Communicate with customers on a more personal level

Another great business benefit of webinars is that they allow business owners to keep in touch with their customers. Businesses can harness the technology used for this method to personalize their services.

Whether a webinar is given for free or as paid lectures, they are always very effective as a means to interact with your target audience on a more personal level.

- Maintain a low cost

One of the main concerns of many business owners is expense. To build a brand, promote a product or launch a marketing campaign, a business owner has to be ready to spend. Using a webinar, a

business can benefit by taking advantage of the low cost associated with producing a presentation over the Internet.

As we have discussed before webinars are highly cost effective, easy to produce and do not incur plenty of expense. And the simple fact is that they work! That alone makes them well worth using for any business.

That's it for today's lesson. Look for another lesson soon. We will be talking about choosing the right webinar platform provider for your business.

Don't forget, if you have any questions or need any assistance please feel free to contact me at anytime. I will be glad to help.

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3

subject line: Third Lesson - Webinar Basics

Hello "autoresponder code here",

It's time for your third lesson in the Webinar Basics crash course. Today we are going to talk about choosing the right webinar platform provider for your business.

When it comes to hosting a webinar there are a few differences between webinar platform providers. The software that is used to host your webinar can vary in capability, service as well as different price options.

When you first begin planning and researching for your own webinar you will quickly find that there many different options that you can choose from. You only have to perform a quick search online to find dozens of products and services that will help you host your own webinar.

You will discover that while some service providers are good for hosting smaller events, others are good for much larger meetings. You will find a wide variety of special features, functions and offers as well.

If you are planning your first webinar it is a good idea to look for a company that offers a free consultation to help you figure everything out in the beginning. Good tech support and customer service is a must, as well as a company that will listen to your particular needs and tell you what will work best for your business. At first hosting webinar may seem a little confusing, but don't worry, once you have a few webinars under your belt you will find that they are very easy to host.

Make sure that you do your research and choose a company that is reputable and experienced in facilitating webinars. They will be able help you from getting set up to targeting your market, finding the right audience, maximizing your results and more.

A good webinar company will offer specialty services. For instance; event management. This is a professional service that will help you with every stage of your webinar from planning to production, and even post-production. This type of service can be a real life saver and it can help you transition from being novice into a company with a solid reputation for hosting fantastic webinars.

You should be prepared to pay extra for a company that offers this type of specialized service and since there are only a few companies that offer this type of service it will help you quickly narrow down your search.

When possible go with a company that offers you as much flexibility and customization as you can afford. Remember the more professional your webinar is the more it will effectively it will promote your business, especially if hosting a formal presentation or sales meeting.

Once you have done your research and narrowed down your choices it will be time to compare prices. The variation in price point between different companies can be a bit of a shock when you first start shopping. The important thing to keep in mind is to always make sure that the company has a good reputation and that you're getting what you pay for.

Since webinars are still a fairly new technology you may want to stick with a company that has a lot of experience, as long as they can provide everything you need. Make sure that they offer a good



cancellation or rescheduling policy just in case you need to change the date and time of your event. If they are going to charge you for cancellations, rescheduling or extending the invitation acceptance deadline then you may want to take your business elsewhere.

As with any other aspect of doing business, don't be afraid to ask questions and get all of the information that you need to feel confident before you close the deal. If you come across a company that is reluctant to answer your questions then quickly move on.

That's it for today's lesson. In your next lesson we will be talking about hosting a successful webinar. I have a few nice tips to share with you!

Remember, if you have any questions please feel free to contact me. I will be glad to help in any way that I can.

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4

subject line: Fourth Lesson -Webinar Basics  
Hello "autoresponder code here",

How are you today? Well, we are winding down to the end of this short course. But we still need to go over a few things, so today we are going to jump right in and talk about how you can host your own successful webinar.

As we well know, hosting a webinar requires special software platform that allows you to share an interactive presentation over the internet. We also learned in our last lesson that there are numerous options available and many businesses that offer web based seminar services. We also know that these type of software applications vary tremendously in price and features.

Here are a few more examples of the different features include ability to: show animation, attendee reporting and pre-registration, use audio via public internet or integrated audio conferencing, allows audience to see a presenter's live product demo through their computer screen,

present questionnaires, audience polls, answer dialogs and manage live questions during a presentation.

Here are a few things that you will require to host a webinar, you will need a recording, a bridge line, a transcript, an outline, an autoresponder, and squeeze page. You may want a video presentation and a slide show for your webinar. You need to decide on the visuals for your webinar at an early time. A great video presentation or power point takes some time to prepare so be ready with it.

The secret to a successful webinar hosting is the preparation. Webinar is not a sure thing compared to a business which can be quite easy to pull off. You'll need to remember that while you are not directly in front of your participants, you are still on the spotlight so the things that will apply in the traditional presentation are still important here.

Be very prepared without any stumbling or fumbling over all your materials. You can extend your reach to a larger audience rather than the traditional seminar. If your seminar is recorded, this can be your marketing tool later on.

Be sure to included preparation time in the outline. This will ensure that the presentation will progress smoothly and goes off without a hitch. Your outline will also help you track your allotted time frame; this will also give you the sense of professionalism. You can also give your participants the outline so that they can follow you and take notes.

Hosting your webinar also needs promotion. It is a good idea to start your promotions early. Make sure that you load your autoresponder and that your squeeze page is ready. Present your guests with good materials and make it easy for them. If you'll be hosting a webinar with a busy speaker, ensure that you book his time as early as possible. Give him all the materials needed so that he will be well versed about the webinar he'll present.

Here are a few other simple tips that you can use when hosting your webinar. First is to keep a drink near you especially if you're the presenter. You must ensure that you sound clear so you must prevent your mouth from being dry.

Second, you must have a backup plan. If you'll be interviewing a guest during the event, ensure that you have a secondary guest in case something comes up.

Third, your call length must be for about an hour only. Remember that your guests are on their homes and it will be hard for them to join the

seminar for more than one hour.

Fourth, you need to give clear directions to your callers since some of them will be first timers on the webinar. Teach them what to do in case of background noise; teach them how to un-mute or mute and other things necessary for the seminar.

Fifth, always make your recording of the event. You can use it later or offer it to those who will not be able to make the call. Make sure that you acquire a webinar service which lets you record.

Sixth is the Q&A time; to add value to your call and encourage your listeners to participate, try to have time for the question and answer session.

Lastly, end your webinar with the call to action for the guests. Ask them to give their feedback, give them assignments and don't forget a link to your special offers.

A properly hosted webinar can be a great boost for your business. As I have mentioned several times throughout this series, webinars can be a productive and cost effective means to interact with staff, prospects and customers. When done correctly that can turn any business into a profitable one.

I hope today's lesson was helpful to you. Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson. We are going to talk about how to make a nice profit from every webinar you host.

Until then,  
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5

subject line: Fifth Lesson - Webinar Basics.

Hello "autoresponder code here",

Well, we have come to the final lesson in the Webinar Basics crash course. I sure hope you have enjoyed your lessons and learned a lot about how webinars work and what they can do for your business.

In this last lesson we are going to talk about some great ways that you can make a nice profit from every webinar you host.

As I am sure you are well aware, hosting a free webinar is one of the best ways to build a brand, hold meetings, promote your business, products and services. They are also a great way to earn a nice income. If you have been doing any type of business online I am quite sure that you know they are a very popular technique used by many online marketers and business owners.

But how do you make money from something you're giving away for free? Today we are going to go over a few great ways that you can profit from free webinars you produce.

- Build buzz for your company or business

Producing free webinars is one of the most effective ways to introduce your business online. If you've tried penetrating this industry before, you'll know that competition tends to be rather tough.

To get a leg in, you need to be viewed as an authority in your field. What better way to begin than by producing a free webinar. Your prospective market will be very appreciative of your efforts since they don't have to pay for anything and yet still get something out of your presentation.

- Build your reputation

It's probably difficult to produce a paid webinar if you're still a relative unknown on the Internet. However, that shouldn't stop you from using this technique. By producing a webinar that people can learn from without paying a cent, you will be able to introduce yourself to the industry.

Your name then achieves a certain level of recognition. Next time you need to sell a product or launch a marketing campaign, you will be able to expect better reception.

- Turn the webinar into a paid course

This is a strategy used by many marketers to generate profit from producing free webinars. Record the webinar and then make copies on CDs or DVDs. You can also save the lecture as a downloadable

electronic file or transcribe it into an e-book.

To add value to the webinar, consider adding two or three premium topics into the new product. That way, people will have enough reason to want to buy it since what they got for free doesn't include the premium stuff.

- Sell products linked to the webinar

Another great way to profit from producing free webinars is to sell products related to the topic. Many marketers earn good income using this strategy. This is the reason why savvy marketers are more than willing to offer their Web lectures for free because they know it is a means to promote and sell their products such as books, e-books and other services. More often than not, the sale from these products more than make up for the expenses incurred in producing the webinar.

- Earn from your affiliate link

Even if you will be producing free webinars, it's still quite possible for you to earn a profit if you are part of an affiliate program. During the webinar, mention one or two products (three would be the maximum and four would be overselling) that your audience can use as reference or guide later on.

Just make sure these products are related to the topic of your webinar. If not, the relevance will be lost to your audience. If they find your webinar useful, they're more likely to buy.

- Sell your next webinar

If you have a really good topic for a webinar, why not produce a free lecture that can serve as an introductory piece for this topic? Use teaser topics with the free webinar and offer premium topics for your next webinar. That way, you can use your free webinar as a means to promote your paid lecture.

That's where you'll earn your profits. Just make sure to create a smooth transition from the free lecture to the paid lecture so your audience will find relevance in both.

As we close this final lesson I would like to thank you again for joining me and I sincerely hope that you have learned a lot about why and how you should start producing webinars for your business!

Please feel free to contact me if you have any questions about how to

get started producing your own webinar.

Best of luck to you,  
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