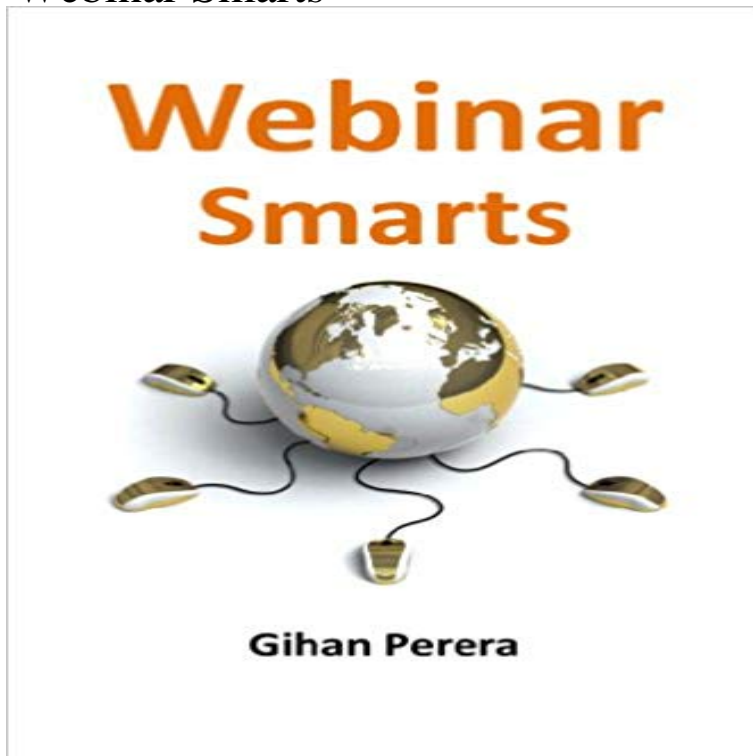


## Webinar Smarts



Would you like to successfully use webinars in your business, but you're not sure how? Or perhaps you're intimidated by the technology? The fact is, webinars can be one of your most powerful marketing and presentation tools - if you know how to run them properly. If you're a speaker, trainer, consultant, coach, thought leader or other infopreneur, you must know how to use this cutting-edge technology to deliver your material to new and existing clients. If you're any other business owner, webinars can be a powerful way of reaching new markets, generating more leads and converting prospects into customers. This book *Webinar Smarts* covers nearly everything you need to know about planning, preparing, promoting and presenting high-quality webinars. If you're interested in tapping into the power of webinars in your business, this book is for you. This is for you if:- You're already delivering high-quality content to clients, and now want to extend your reach- You and your clients are looking for ways to reduce costs during the economic downturn- You would like to make money from information you're currently giving away- You would like to publish information quickly and effectively- You are looking for innovative, cost-effective ways to promote your business- You want to expand your marketing reach. Imagine having a simple checklist of all the things you have to do ... how to prepare, what to send to participants before the webinar, what to put in your PowerPoint slides, what not to put in your PowerPoint slides, how to present the live webinar, how to conduct live polls during the webinar, how to record it to create an instant product, how to follow up after the webinar, and more ... Here's a sneak peek at some of the questions that are answered in *Webinar Smarts*:- How can you convert your existing presentation content into webinar form?- Why are webinars becoming so

attractive right now? - How do you choose the right webinar technology for your needs? - What physical equipment do you need? - How do you manage Q&A, polls and other interactive sessions without losing control of the webinar? - What adjustments do you need to make for a webinar audience? - How do you give your audiences maximum flexibility for calling in, without it costing you a fortune? - How do you structure your PowerPoint/Keynote slides to make them work most effectively in a webinar? - How do you deliver free promotional webinars as marketing tools for other products and services? - What else do you need before and after the webinar itself to ensure its success? - How can you deliver a webinar without worrying about all the technology associated with it? Here's an overview of what you'll read in the book: - Introduction: What is a Webinar? Benefits of Webinars, Why Now? - Webinar Basics: Types of Webinar, Choosing a Provider, Your Very First Webinar - Marketing and Promotion: Pricing, Scheduling, Sales Letter, Payment and Registration, Promotion - Preparing Your Webinar: Understand Your Audience, Structure Your Material, Keep Their Interest, Use the Technology - Webinar Visuals: Slide Design, Other Design Tips, Standard Slides - Before the Webinar: Audience, Slides, Technology - Running the Webinar: Starting, During, Ending - After the Webinar: Recording, Reports, Follow Up, Review Your Performance - Special Situations: Handling Q&A, Managing Difficult Situations, Webinars That Sell - You're getting everything to get you started in running profitable webinars in one easy place. So if that's what you want to do, this is the opportunity you've been waiting for!

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