

WIN WITH WEBINARS

Inspire, Inform, Income

HUGH CULVER



WIN WITH WEBINARS



campaign Calendar

why Webinars

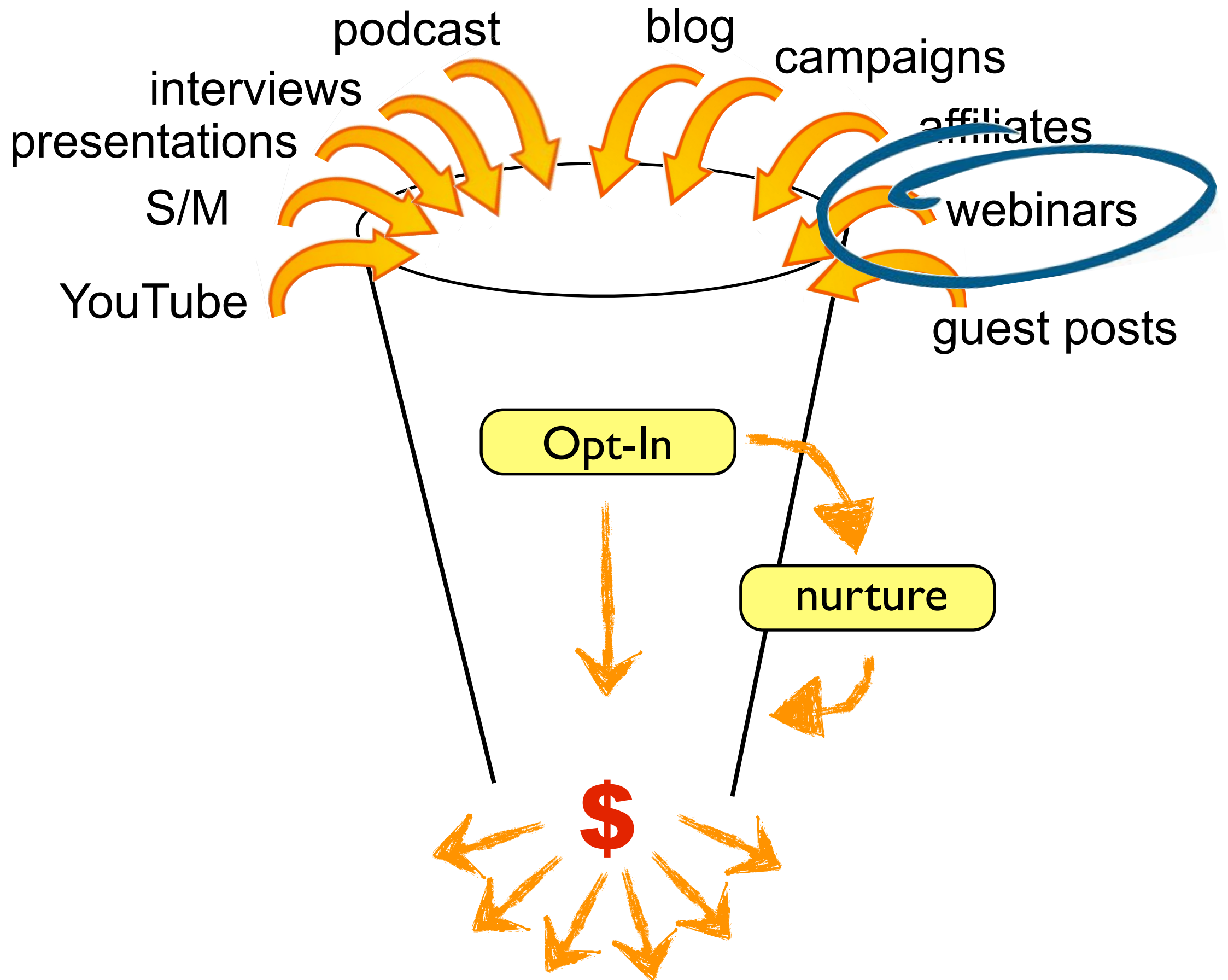
7 (or so) biggest mistakes

creating webinar topics

getting people to register

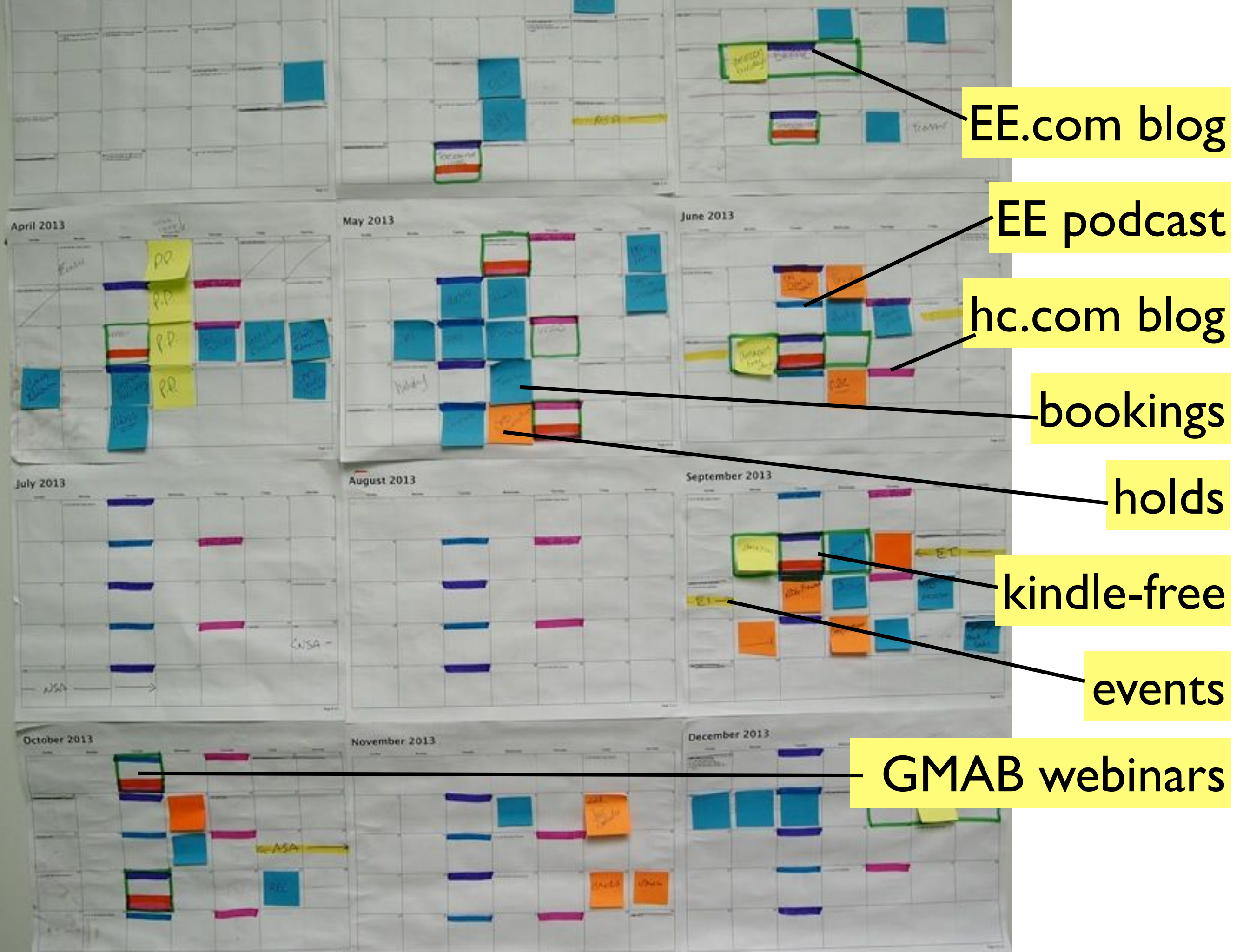
managing guests

building your campaign.

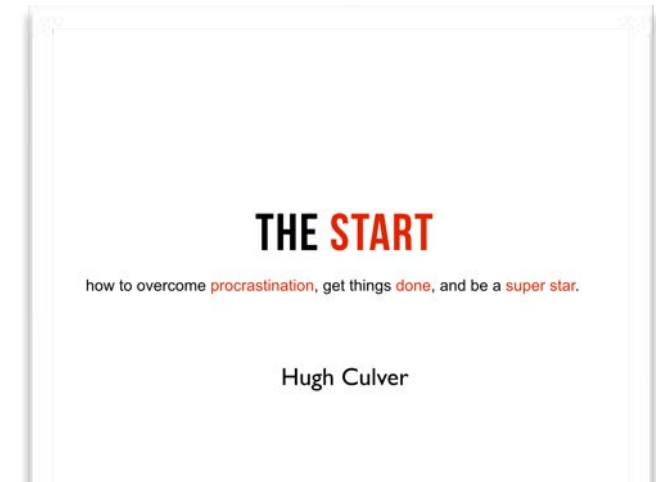
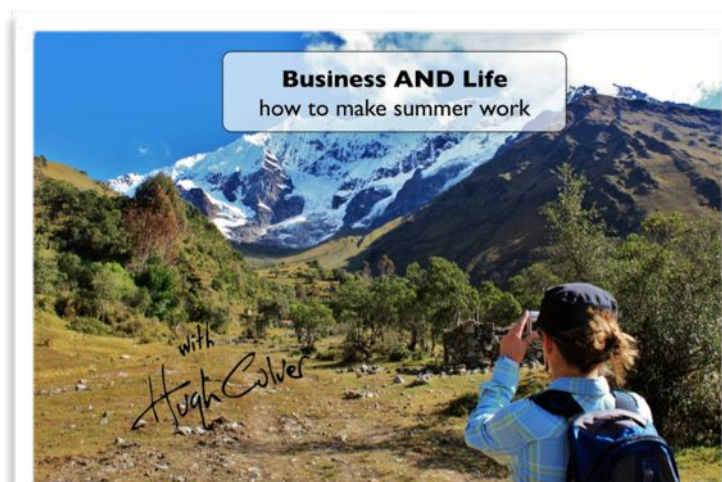
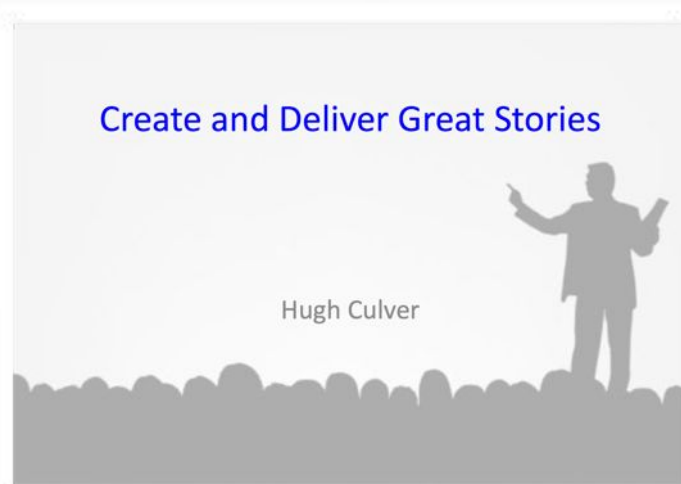


Build your calendar first

- Travel, Family, R&R, Stat holidays
- Bookings/Holds
- Live Events
- Interviews
- Webinars
- Education
- Release Articles/Reports
- Release CD/DVD's
- Blogs
- Podcasts
- Books, Workbooks
- Writing retreats.



WEBINARS



WEBINARS



showcase your solutions

establish authority

convenient

low cost

opportunity for call to action

grow your list.

TECHNICAL



registration?
single click opt-in?
confirmation email?
registration page?
guest list?
visual?
guests speak/text?

.

MISTAKES



topic too broad

start too slow

all sales

no clear objectives

poor technology

don't register people

no call to action.

TOPICS

20 essential ways to get paid more as a speaker

Be the CEO of your life

Business and life

Create and deliver great stories

Facing the Tiger

Make summer work

Make this the best year

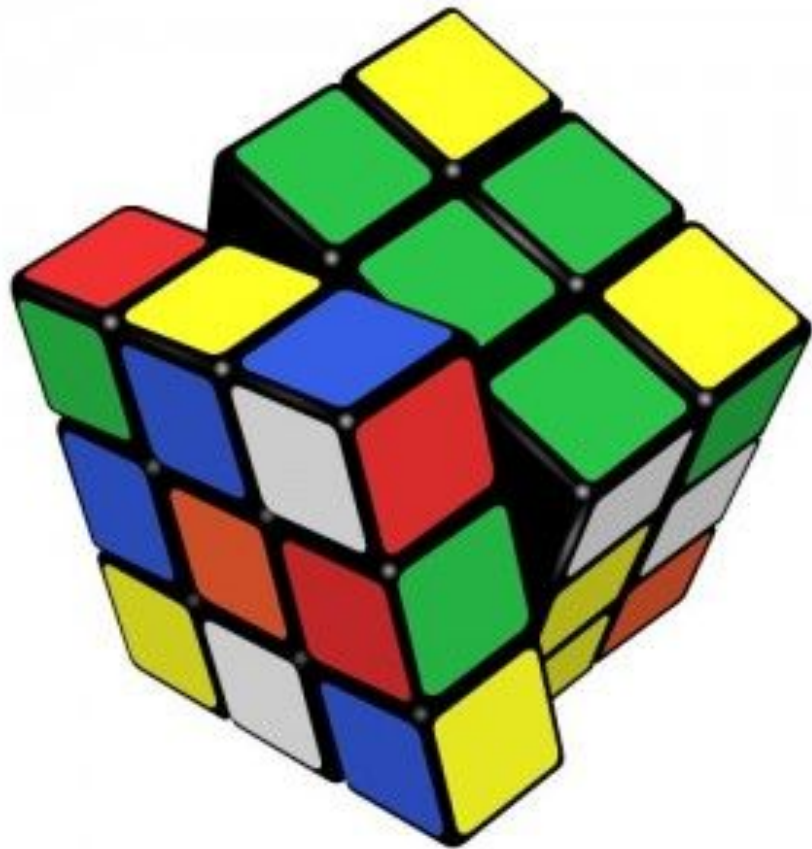
Make Time for Health

Present like a pro

Sell your story

The start-how to overcome procrastination, get things done, and be a super star.

TOPICS



seasonal

questions asked

solve a problem

relate to your product

interview

co-host.

TOPICS



Communications (in the workplace)

conflict

engagement

giving/receiving
feedback

coaching

meetings.

SECRET TEMPLATE



WELCOME

OBJECTIVES

The PROBLEM

My STORY

The SOLUTION

The MAIN POINTS

DO'S and DON'TS

The OFFER

Next STEPS.

MANAGING GUESTS



greet them

set objectives

polls

solicit questions

give exercises

ask open-ended Q's.

SEQUENCE

calendar

season?
product launch?
awareness?

email sequence

-5 days
-2 days
morning of: reminder of event

social media

event

follow up

day of: reminder of offer/recording
+ 2 day: reminder of offer
+ 5 days: reminder/close offer

MAKING IT HAPPEN



Goals

Campaign calendar

Plan ahead

Deliver high value

Be OK with small

Build.

A TO Z WEBINAR COACHING - *with Sarah Lavigne*



Consultation

Complete “How To” guides

Webinar platform

Set up webinar

Create 2 email campaign, S/M posts

Update website

Pre-event sound check

Live support

After Unit coaching.

A man in a white t-shirt and black shorts is riding a red unicycle on a paved path. He has his arms outstretched for balance and is smiling. The path is lined with greenery on the left and trees on the right. The text "Always be making a different mistake" is overlaid on the image.

Always be making
a different mistake