



HOW TO HOST A WEBINAR THAT DOESN'T SUCK WORKBOOK & RESOURCE GUIDE

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Closet
Exclusive

by

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How to Host A Webinar That Doesn't Suck

Workbook

Tools & Tech

- Microphone (*Lavalier mic, Blue Yeti or Snowball*)
- Webcam (*Computer's or Logitech HD Pro C920 Webcam*)
- Headphones
- Second Screen
- Website or Leadpages
- Google Hangout On Air (plus.google.com/hangouts/onair)
- Chatbox ([Chatwing](#) or [Chatango](#))
- Email Service Provider (*Like Mailchimp or Active Campaign*)
- Slides - Keynote, Powerpoint, Google Slides ([slides carnival](#))
- SmartMockups.com

Failproof Topic-Finder-Outer:

- Popular blog post
- Surveys (Survey Monkey / Typeform)
- Q & A
- Live Critiques

Simple Webinar Framework

Welcome: *Why should they care? What's in it for them?*

Your story: *Share highs & lows*

Content: *Highly actionable (25 minutes - 45 minutes)*

Recap Content

The Invitation (Pitch)

Q & A

Recap : *Restate invitation, give viewers a choice*

Pro Tips:

- Talk about feelings
- Use 65-100 slides
- Use Mockups (smartmockups.com)
- Shout out buyers by name

Next Steps:

1. Claim your free [Email Swipe File Here](#)
2. Pick the date for your webinar
3. Choose topic + title
4. Create webinar outline & slides (Use worksheet below - print em out or fill em on your computer)
5. Promote the -ish out of it
6. Host a full practice run-through tech & all
7. Host a flawless Webinar Presentation
8. Send Post Webinar Follow Up Emails
9. Tweet me @katedoster let me know how your webinar goes!

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My Webinar Worksheet

Webinar Date:

Webinar Topic:

Webinar Title:

Webinar Outline:

Why should people care? What will they walk away with?

Your story *(include a high & low):*

Content *(steps/ lists work best)*

Quick Recap:

Invitation (*include benefits*)

Prepared FAQ's

Recap (*give 'em a choice*):

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