

Planning Your Webinar to Get More Clients, Sell More Books and Info Products



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When it comes to coaching tools, you have lots of options, especially for connecting with your audience. But none are so flexible as webinars.

Smart writers, authors and product sellers know you can use webinars to:

- Get more high-ticket clients
- Get more buyers for your books and info products
- Create evergreen products
- Host an online summit

With that much flexibility, though, it can feel pretty overwhelming to get started. But in just a few minutes by following a simple plan, you can put the power of webinars to work in your business.

Step 1: Determine Your Goals

Just like everything you do in your business, your webinars must serve a purpose. Sure, it's fun to host an event with a few friends and just chat about life and business, but that's not going to do any favors for your bottom line.

Instead, setting a concrete goal for your webinar can not only help you bring in more profits, it can have a positive impact on your overall business as well.

Some common webinar goals are:

- To grow your mailing list by requiring an opt-in to access your webinar.
- To make sales through a Q&A call about your service or product/books/launch.
- To earn affiliate commissions by promoting the launch of a partner's program.
- To increase your exposure by hosting an online summit event.
- To conduct a paid group coaching program.
- To work with clients one-on-one.
- To create a paid, video-based product.

With your unique business in mind, and considering these options, what is the primary goal for your webinar?

Keeping your goal in mind, what will your webinar's format look like? Will you have multiple speakers or just you? Will you be on camera or will you use slides or screen sharing?

Step 2: Schedule Your Event

This might seem like a no-brainer. You just pick a date on the calendar, and you're good, right?

Well, maybe not. There are many things you must consider when scheduling your event, but a general rule of thumb is this: The more people who will be involved, the more lead time you need.

It's nearly impossible to schedule a 20-speaker telesummit for next Thursday, for example. To get that many busy writers or entrepreneurs together on the same day, you'll need to give them plenty of notice. If your webinar is just you, however, it's easy to decide today you want to host a call tomorrow.

Here's something else to keep in mind: promotion. You may need to build in time to:

- Notify your existing list
- Run Facebook ads
- Have a fabulous landing page created

Finally, don't forget your content. You'll want to be sure you have plenty of time to plan and create your presentation, including:

- Slides
- Transcripts
- Screenshots

The easiest way to plan for a long-term (or even a short-term) promotion is to estimate how many days each task will take, then mark them off on your calendar.

Task	Days Required	Assigned To	Date Due
Create Content			
Create Slides			
Notify Partners			
Write Sales Copy			
Create Opt-In Page			
Create and Schedule Ads			

Step 3: Plan Your Content

By far the most important consideration for any event is the content. If you have enough reach and a great reputation, you'll get loads of people to join your webinar regardless of content, but if you want to improve your bottom line and keep your good standing in your community, you have to deliver useful information.

The good news is, you probably already have everything you need. All it takes is a little repurposing.

Your first step is to decide what topic you'll be covering.

In this webinar, I'll be teaching/sharing:

I have the following content I can repurpose:

(Pro tip—have your VA scan your blog/free downloads/ebooks and other information for useable material, then create an outline. You can quickly edit that and add your own voice/thoughts.)

Blog Posts

Free Downloads/eBooks/Reports

Other Presentations & Interviews

Step 4: Invite Your Guests (Optional)

If your webinar is a telesummit, or if you'll be inviting speakers, you'll want to be sure you give them plenty of notice. In general, it's a good idea to send out a "save the date" email at least 30 days in advance (and before you make an announcement to the public) since there may be some back and forth about scheduling.

(Hint: This is a great task for your VA to handle!)

In your invitation, you'll want to be sure to include the benefits of being your guest for this event. Benefits to speakers include:

- Exposure to a new community
- List building opportunity
- Sales through JV or affiliate links
- Sales of their products (back end monetization)

At a minimum, your email should include:

The purpose and format of your webinar:

The proposed date and time:

The benefits to your guest:

You may also want to include the names of other guests who have confirmed, if you're hosting a telesummit type event.

You can use the following worksheet to track the names and responses of your potential guests.

Name	Invited On	Followed Up On	Confirmed (Y/N)

Step 5: Promote Your Event

Whew! Now that you have all the details in place, the time and date scheduled, and the guests invited, it's time to get the word out. Depending on your format, you may want to do more or less promotion. For example, a small group coaching program will require much less promotion than a large telesummit.

Some of the most popular ways to promote webinars include:

- Blog posts (including guest posts)
- Email promotions on your list and those of JV partners
- Facebook and other paid advertising
- Social media
- Paid solo mailings

Your format and promotion plans will also determine the types of content required. For example, you may need:

- Swipe copy for partners
- Graphics for ads and social media
- Blog posts
- Social posts
- Short promo videos

Blog Title	Post On (Date)

Email Subject	Send On (Date)

Facebook Ad	Graphic	Start Date	End Date	Budget

Social Posts	
Facebook	
Facebook	
Facebook	
Twitter	
Twitter	
Twitter	
LinkedIn	
LinkedIn	
LinkedIn	
Pinterest (graphic)	

Step 6: Cash In By Following Up and Repurposing

Like any great marketing piece, your webinar is only one piece of your overall funnel. Proper follow-up with both attendees and participants can add dollars to your bottom line, as can making good use (or re-use) of the content later.

Follow-Up & Funnel Worksheet

Sales Funnel	
Opt-In URL	
Thank You Page	
Upsell	
Downsell	

Email Subject	Send On (Day)	Call to Action

Webinar Repurposing Checklist

- Add replay to existing autoresponders
- Transcribe and share via file sharing sites
- Convert transcription to free Kindle book
- Extract audio recording and use in podcast
- Post transcript to your blog
- Post video replay to YouTube
- Add replay video to paid membership sites
- Use replay and/or transcript as an opt-in gift
- Package replay and sell as a stand-alone product

Head exploding with ideas? Talk it out in the [Elite Writer's Lab](#).

Final Notes on Webinars

You have multiple options when it comes to hosting webinars. Rock solid, tried and true solutions such as GoToWebinar or Adobe Connect are popular choices, but they come with a hefty price tag, too. Newer contenders such as Zoom, Webinar Ninja, AnyMeeting, and even Facebook Live offer a variety of options and price points that start at free.

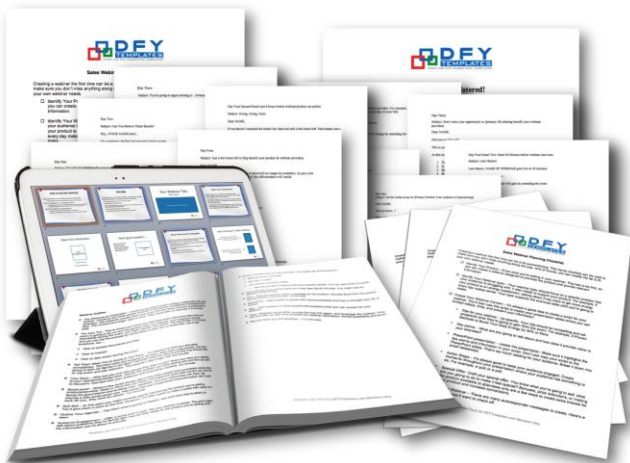
With that said, it pays to compare and even try out a few platforms before committing to one. Some things to consider include...

- **How many participants do you expect?** Some platforms limit the number of viewers you can have, or base their pricing levels on “seating” availability. If you regularly host events for more than 100 people, for example, GoToWebinar is going to cost you up to \$429 per month. Yikes!
- **Will you be using slides or screen share?** Be sure you check out the capability of your webinar host. Some (like Instant Teleseminar) will work with slide decks, but not screen sharing. Some offer webcam support, while others do not.
- **Do you need to integrate with any other tools?** If you want attendees to register in a single step through a 3rd party app such as LeadPages, be sure to check on compatibility. Not all webinar hosts have that option. The same can be said for emailing your guests.
- **How will you record your webinar?** Some webinar platforms make recording super easy (and even automated) while others require a bit more work. Know what you’re getting before you buy, and you won’t wind up frustrated by your replay options.

Overall, webinars are a fantastic tool for writers and publishers, whether you’re looking for a simple solution for live, one-on-one coaching, or you’re hosting a multi-day event with a dozen speakers. Not only are they popular with clients, but they’re flexible enough to use in many different situations, and as a marketing tool, they really can’t be beat.

Need More Help? Get These Done for You Webinar Templates

Make it easier to conduct your webinars and sell those products with our Webinar Template Package that includes:



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- Insider's Webinar Marketing Strategy Guide
- Webinar Planning Checklist
- Webinar Sign Up Page Template and Sample
- Webinar Thank You Page Template and Sample
- Detailed Webinar Outline
- Webinar Slide Show Template
- Affiliate Recruitment Email
- 5-Part Promotional Email Series
- 5-Part Follow Up Email Series

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