**How to set up a Webinar and
use it to attract new clients**

By Robert Middleton

**Here are all the steps for creating and promoting a webinar.**

**1.** **Name your webinar.** Make it clear, catchy, and interesting. How to titles are often the most effective.

**2.** **Write the promotional email** – 200 to 250 words or so. Your write up must be a persuasive argument for attending the webinar and getting information and ideas they need for their business. It has to be upbeat, positive and compelling. You can’t bore people into responding! This write-up will go into your promotional email (below).

**3.** **Pick the date and time.** Block it out on your calendar.

**4.** **Schedule a Zoom call** and get a unique Zoom Link (through the Zoom App > Home > Schedule.

**Webinar Document Creation**

**1. Design the promotional email for the webinar** that will send them to the landing page to sign up. This will be sent to your primary email list or lists of your partners.

Use your title and write-up and include an attention-getting graphic or photo at the top. Use Open Sans type at a large font size – at least 18 pt. Use bolding and some color in the text. You want to make it very readable.

**I recommend sending 3 promotional emails per webinar.** One seven days before, one 4 days before and the final one, the day before the webinar. This will always increase sign-ups. Often the most people sign up the day before.

**Below is a sample of a promotional email for one of my webinars.** Use this as a basic template for your webinar promotion. Write your promotional email in Word and then send it to me for feedback: action@actionplan.com

**Promotional Email Design**

**Insert some kind of graphic at the top of the promotional email.** See the one below. Using a text-based graphic with the webinar title tends to be the most effective. You can design this on your computer in a graphic program, or with Canva.com for free.

Read the text over closely and then write your email promotion to convey the value of the webinar.

**Subject: My Final Mid-Summer Virtual Webinar**



**Friday, August 7**
At Noon Pacific (1Mntn, 2Cntrl, 3Estrn, 8UK, 9EU)
75 mins. (more or less)
By Zoom Video

**Reservations:** <https://actionplan.club/webinars/bi>

**Every Self-Employed Entrepreneur has a BEST IDEA. But not all of them leverage that idea to attract great, HIGH-END clients.**

Your **BEST IDEA**is a strategy, process, or approach that produces consistently powerful outcomes for your clients.

**In this virtual webinar you'll learn the following:**

**1.**How to turn your **BEST IDEA**into a powerful HEOB (High-End, Outcome-based) consulting, coaching, or training program or service.

**2.**The**BEST WAYS** to promote that HEOB program or service to those who are looking for powerful outcomes and results (and do it virtually).

**3.** The **BEST APPROACH** to convert interest in your program into paying clients ready and excited to work with you.

**If you can do that, your business will be on an upward trajectory,**attracting great clients and earning great money.

**I have cracked the code on this.**I do it for my own business and for my clients' businesses every single day. It takes know-how and the willingness to follow a plan and a process.

**On Friday, I'll share everything I can with you on this Webinar.**

This webinar is also an introduction to my upcoming **Marketing Action Group Program** in September. But attend whether or not my program is right for you. I promise you’ll learn a lot of actionable strategies.

**Make a reservation now and I'll see you there!**

**Reserve now:** <https://actionplan.club/webinars/bi>

Cheers, Robert

**2.** **Design the web landing page** (on your Wordpress website) for the webinar signup (using the text you wrote), including date, time, and signup form. The text for this page will be very close to your promotional email, so that makes it simple.

The signup form needs to be connected to an email manager such as AWeber or Mail Chimp. You create a new email list every time you do a Webinar and people sign up for that list.

**Here’s a sample sign-up page for one of my webinars.** The text is pretty much the same for the promotional email.

<https://actionplan.club/webinars/bi>

**3.** **Design the confirmation email** for the webinar that people will receive automatically once they sign up with date, time and Zoom link. This email is designed inside of AWeber or Mailchimp as the first email in a “follow-up series” for your new email list.

**4.** **Design the confirmation page** (on your Wordpress website) for the webinar that people will be directed to once they signup. This will include the date, time and Zoom link. The link to this page is created in your form for the signup. When people sign up, they are directed to this page automatically.

**Here’s what I use for my confirmation page.** <https://actionplan.club/webinars/confirm-bi>

**5.** **Design a reminder broadcast email** to be sent to everyone who signed up for the webinar **two or three hours before the webinar starts.** Include time and Zoom link. You send the reminder to everyone who has signed up to the webinar list.

**Technical Webinar Stuff**

**1.** **Create a new email list** for each of your webinars. When people sign up, they’ll be signing up for this list.

**2.** **Design the form for the signup page.** This will be done through AWeber, Mail Chimp or Constant Contact. Get assistance for these service providers if you need it. Redirect signups to the confirmation page. This is always a little tricky the first time.

**3.** **Copy the code for the signup form and paste it into the text section** of your webinar signup page. This is a little technical, but not too hard. Again, you can get help with this from your email service provider or a web developer. After you’ve done it once, it’s easy.

**4.** **Test your signup page** and make sure everything is working properly. Once people sign up they should be taken automatically to the confirmation page as well as receiving the confirmation email. If even one little thing is off, it won’t work.

**Testing is absolutely necessary.** If you don’t test it, the chances are good something will not work!

**This all has to work perfectly!** All your codes, redirects, etc., need to be correct or it will break!

**Presenting your Webinar**

**Watch my webinar here to see how I present it:**

<http://actionplan.club/wtw>

**I prefer webinars that include the following elements:**

**1. Speak directly to those on the webinar.** On Zoom, set the video to “spotlight” so that they see you speaking directly to them. Make sure you have good lighting and an attractive, background. Make the presentation informal and fun. Rehearse your webinar a few times with Zoom out loud before you go live! I start my webinars with everyone seeing me and then I switch to a slide presentation for the core content.

**2.** **Presentation of slides or graphics.** Prepare these ahead of time. I prefer pdf documents presented horizontally. These documents may be prepared in Word, PowerPoint or Keynote and then converted to pdf. This is the most stable application for Zoom.

**3. What to put on your slides.** I’ve changed my thinking on this recently and am getting very good results with slides that are text heavy. Essentially, the words form the script of the webinar. I use the simple animation tool so I can present one line of text at a time. Don’t use fancy animation. Keep it very simple! Here are a few keys to making this approach successful.

– **Use a very large typeface.** I use 50 pt as my smallest size. Sometimes headings are as much as 70 pt. I use bold text. I use black and red as my colors. The point is to make it very easy to read the content of the presentation.

– **The structure is key.** I use my old standby: “Marketing Syntax”:

**1.** Purpose of the presentation
**2.** Issues/ problems/challenges you are facing
**3.** Results and outcomes you want
**4.** Here’s what to do to get those results (in a very condensed, punchy format)
**5.** Here’s my program and the outcomes it will give you
**6.** Make a very clear offer and call to action

– **Here’s a sample of my most recent webinar** that follows these guidelines. I did this in Keynote in Mac and then exported to pdf. Open it up and then use the arrow key on your keyboard to take you through all the slides.

<http://actionplan.com/mag1/BEST-IDEA-Webinar.pdf>

**2. Interaction with participants.** This can include both sharing and questions. But don’t lose control of the webinar! Note the time and keep things on track.

**3. Promotion.** Keep the promotion low-key but clear. How you promote depends on your audience and what you are offering. If you are selling a program to business owners, you can make a pitch for a call to action. If this is a webinar for a professional association, the best thing is to invite people to get some free information from you such as a report. Or have them opt-in for your newsletter online. If you are presenting to a few people in a company, complete the presentation without a close, then stop the slides and ask for questions. Your next step is to set up a Strategy Session.

**Turning your webinars into new clients**

**1.** **Make it relevant and valuable.** People will sign up for a webinar that has new and valuable information that they need to know. You need to determine what that is and present it in a positive, upbeat (not hype-y way).

**2.** **Expected attendance.** Generally, from 25% to 50% of those who signed up for the webinar will attend the live webinar.

**3.** **Record the webinar,** and post it on your website or YouTube. After the webinar, send an email with a link to all of those who signed up. In some cases, send to your whole list. Recording can be done within Zoom. Recently I asked people to pay $5 for the replay and close to 40 people did that!

**4.** **Prospective clients.** The ones who signed up may be prospective clients. No matter what your offer is, do some follow up. It might be to get some more information from you, or to set up a Strategy Session with you. Remember, if they signed up and attended, there are likely a few good prospective clients in the group of people. If you can make a very specific offer to take action right at the end of the webinar, you will tend to get the best results.

**Questions?**

Please let me know if you have any questions!

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