
A Quick Startup Guide:



“How To Build A Webinar”

by John Davin

A complete checklist of what you need to give a successful, lead and sales generating Webinar.

This e-book is proudly brought to you by John Davin, the WebToolsGuy.com

Welcome Internet Marketers!

My goal is to provide my best business ideas to you for marketing any business. This report is a very concise outline of the steps you need to take to give a professional, successful Webinar.



This report (Checklist) will do these things for you:

1. Provide a quick summary of what Webinars are, and a list of the benefits of offering Webinars to promote your company.
2. Provide a place to write down the all important details about your next Webinar.
3. Show you that if you want a complete list of (additional) new information and tips about Webinars, you can visit my website, <http://HowToBuildAWebinar.com> to grab my 100+ page manual to learn more about giving professional Webinars.

Please review the checklist below and attend any of my Webinars to learn more.

You can review the table of contents of the 100+ page book on “How To Build A Webinar” below.

Introduction.....

 Don't Forget To Grab My Free Webinar Checklist!

 Testimonials For books by John Davin

What Is A Webinar?.....

 Why Do People Offer Webinars?

 What Cool Things Can The Presenter Do Before, During And After The Webinar?

 How Do Webinars Make It Easier To Make Sales And Money?

My Quote About Webinars:.....

What is required to Give Or Attend Webinars?.....

 What Do People Need To Attend A Webinar?

 What Tools Do You Need To Give A Webinar?

 Are There Geographic Limitations For Attending A Webinar?

 Do Attendees Need To Download Any Special Software To Participate?.....

What Software Can Be Used For Your Webinars?

Now, How Do You Get Started Giving Webinars?.....

The Steps For Using The Webinar Software To Give A Webinar

 Entering The Webinar Room.....

 Sharing Power Point™ Presentations

 Sharing Your Desktop.....

 Using The Flip Chart Tool To Tell A Story

 Using Polls To Get Feedback

 Using The Raffle Option To Give Away A Free Item.....

 Recording Webinars And Making Money With The Videos

 Setting The Stage For Success.....

 Introducing The Company

 Introducing The Product(s) You Are Promoting

 Introducing The Business Opportunity (If There Is One).....

 Answering Questions

The Different Ways To Make Money With Webinars

 Giving Webinar Presentations (Sales Presentations) Yourself.....

 Invite Others To Give Your Presentations In Your Webinar For You

 How Network Marketers Use Webinars To Earn Money.....

 Earning Income With Your Mailing List, And Other People's Products and Webinars.....

 Earning Income Giving Webinars For Your Products, Using Other People's Mailing Lists.....

 How To Sell Software With Webinars:

 How To Sell Books And E-books With Webinars:

 How I Use Webinars To Generate Income (You Can Do This Too!)

 How Trainers And Educators Use Webinars:.....

 Thank you for your interest!

 Earning Income With Online Tutoring, Charging By The Hour

 Earning Income Selling High End Online E-Courses.....

Summary:

About John Davin

Disclaimer:

Grab John Davin's Webinar Success Checklist:.....

Testimonials

Here Are Examples Of Testimonials About John Davin's Books On Amazon.com

★★★★★ **Finally a book that really delivers proven How To Strategies and Methods to build an at home Tutoring Web Business.**, March 28, 2012

By [Roux Laflame](#)

This review is from: Online Tutoring Manual (The Work At Home Webinar Series) (Kindle Edition)

After spending thousands on week long how to get rich selling on the web courses and ending up more confused than informed this book is a breath of fresh air. First of all it's obvious that John has actually done and uses what he teaches and it really is for small at home businesses. It is an easy read and then start over again to simply follow and do all of his instructions in a simple order. Chock full of informative screen shots he really shows you step by step how to get your act together by first knowing your skills with examples of what tutorials you can offer. Every aspect is covered from how to organize the class, give the lesson and build your business with suggestions along the way as to what software services to use. Actually this alone is worth the price of the book so just get it and go for it!

★★★★★ 5.0 out of 5 stars **A Must-Read ebook.**, March 23, 2012

By [Rodney Brace](#) (Newfoundland, Canada) - [See all my reviews](#)

Amazon Verified Purchase([What's this?](#))

This review is from: Online Tutoring Manual (The Work At Home Webinar Series) (Kindle Edition)

This ebook is a "must read" for anyone interested in this ever growing and profitable industry of online webinars. I have been in the online webinar business for many years and I am always looking for new ways of earning money from this industry. John Davin "nails" it with his fresh and professional approach to how to earn money from webinars by helping others.

John's "how to" approach is explained in the simplest of terms so that even the newbie can make sense of the material and put everything into practice in a short time.

Well done, is all I can say. I can't wait for more material in this series from John Davin.

Question And Answer Section:



Q: What is a Webinar?

A Webinar is a virtual seminar, given through the Internet.

In a Webinar, you can meet virtually in a conference room (from any location in the world that has Internet access) and make a presentation while you:

- Share your Web Site pages with all attendees.
- Share Power Point Presentations(TM) with all attendees.
- Chat live in your own voice or by keyboard with all attendees.
- Share your desktop (show applications like Word Processor/Spreadsheet/etc.)
- Collaborate and share concepts/ ideas with white board capability.
- Eliminate geographic boundaries for your sales force.
- Save time and money on travel for Seminars.

Please print out the checklist below and use it to plan your next webinar.

Just write down all the details as you plan the Webinar, and check back often for review and to make sure you do not forget any of the steps or details!

My best business ideas to you,

John E. Davin



My best business ideas to you,
John Davin



Planning your next Webinar:

Webinar Title: _____

Webinar Description: _____

Webinar Date: ___/___/___ Time: _____ AM/PM Time Zone: _____ Duration: _____ (Minutes)

Cost: \$ _____ [] Free

[] What are you trying to do or sell? _____

Website For People To Register for Event: http://www _____

Your Info: _____ Web Site: _____ Phone ___/___

Topic: 1. _____ 2. _____ 3. _____

Topic: 4. _____ 5. _____ 6. _____

Guest Speaker: _____ Web Site: _____ Phone ___/___

Topic: 1. _____ 2. _____ 3. _____

Topic: 4. _____ 5. _____ 6. _____

Special Instructions:

Webinar Software you will be using _____

PS: If you don't have Webinar software you use now, you can Test drive a complete Webinar/Internet Conference Room for just \$7.00 for 7 days! [Click here to test drive the software.](#)

Required special software download? [] Yes [] No

Requires special firewall setup? [] Yes [] No

Special Firewall Instructions:

Webinar Content:

Content Preparation:

The items you will be sharing:

- Power Point Presentations™
- PDF Documents
- Videos
- Web Sites
- Desktop
- Word Processor
- Spreadsheet
- Other _____

Steps:

- Create a Power Point Presentation™

Name of the Power Point Presentation you will be showing

_____ Location of information to share _____

Showing from: Your desktop An Internet Web Site Uploaded to the Webinar Software Server

Topic: 1. _____ 2. _____ 3. _____

Topic: 3. _____ 4. _____ 5. _____

Topic: 6. _____ 7. _____ 8. _____

The Web Sites you will be visiting:

http://_____ http://_____

http://_____ http://_____

http://_____ http://_____

http://_____ http://_____

http://_____ http://_____

http://_____ http://_____

Guest Speaker(s):

(If you have more than one guest speaker, print this page again)

Guest Speaker: _____

Your speaker's background/qualifications:

Speaker topics:

Topic: 1. _____ 2. _____ 3. _____

The questions you will be asking them:

Question # 1:

Question # 2:

Question # 3:

Question # 4:

Question # 5:

Their sales page (if you are planning to sell their product or service during the Webinar)

Web Site: _____/(your referral ID)_____

TIP: If you're an affiliate for this program, be sure to include your affiliate URL so you earn a commission when visitors buy from the Webinar.

[] Review all expectations for you and your guest speaker.

Finalize any financial agreements for payments to them or commissions to be paid to you for sales generated by the Webinar.

Tasks to complete 5-30 days before Webinar:

User Registration Setup

[] Set up a Web Site for interested parties to register for the Webinar.
(Consider setting up more than one web site for this so you can test different formats to see which ones generate the most sign-ups for your Webinar.)

[] Be sure to collect important marketing information such as:

- [] e-mail address. *
- [] Phone number.
- [] Mailing address.
- [] Questions they may have for you about your products and services for the Webinar.

The Thank You Page

[] Set up a Thank You Page for successful registrations.

Thank you page web site address: _____

Thank you Page Content:

Example:

Thank you for registering for the “_____” Webinar!

Please print this page for your records, and place the date on your calendar.

Date: ____/____/____

Time: _____

Here is a review of the topics we will be covering during the Webinar.

Topic # 1 _____

Topic # 2 _____

Topic # 3 _____

Please visit our Web site at _____ to learn more about our company before the Webinar.

Also, you can submit any questions for the Webinar at this web site.

Thank you.

Your name: _____ Company _____

Sample e-mails you can send out:

Set up to send out e-mail notifications about the upcoming Webinar
 1 week 1 day 3 hours before the Webinar.

E-mails sent by: Your e-mail program Webinar Software Service E-mail Responder Service
 Other Registration Software _____

* Mention that they will be added to your mailing list if you plan to do so.

E-mail Notification Content:

e-mail # 1

Title: _____

(Title Example: Just 2 days to the "How To Build A Webinar" Webinar)

Time Sent out: 30 days 20 Days 10 Days 5 Days 2 Days 1 Day 2 Hours

Content _____

Content Example:

We're just 2 days away from the "How To Build A Webinar" Webinar, and we're excited to be sharing the following information with you.

- * Top 10 ways to attract more attendees to your Webinar
- * How to find qualified guest speakers for your next Webinar
- * The best software to use for your next Webinar

Visit [http://www._____](http://www._____.com).com to login to the Webinar.

Time:

Date:

See you there!

Your name

Your title

Your Company

e-mail #2

Title: _____

Time Sent out: 30 days 20 Days 10 Days 5 Days 2 Days 1 Day 2 Hours

Content _____

e-mail #3

Title: _____

Time Sent out: 30 days 20 Days 10 Days 5 Days 2 Days 1 Day 2 Hours

Content _____

Marketing

Send out invitations by e-mail.

Send out invitations by U.S. Mail.

Create and send out a Press Release.

Post a note about the Webinar on/to:

Your mailing list.

Your Web Site.

Your Blog.

Your Forum.

Your Newsletter.

Your Facebook Page

Your Twitter Page

Your Linked In Page

Other

1. _____ 2. _____

Other people's Web Site

Other people's Blog

Other people's Forum

Other people's Newsletters

Other

1. _____ 2. _____

Vendors of related products and services

Trade Magazines

Trade Groups

Associations

Classified Ads.

Other

1. _____ 2. _____

Consider offering an incentive to attend, such as:

A free consultation after the event.

A free report, e-book or video on the topic.

A special free trial offer of the product or service.

A special discount on the price of the product or service.

Tasks to complete:

Here are a few things you'll want to do before you actually give your Webinar.

Days/Weeks before the seminar:

[] Arrange to have a designated person available during the Webinar to provide technical support for the Webinar. Review the Webinar technology with them and make sure they understand their role and job.

Name: _____ Phone: _____

e-mail: _____

[] Review all expectations for you and your assistant.

[] Invite guest speakers for a trial run of the Webinar/Presentation.

[] Be sure they know how to bring up their Power Point Presentation™, PDF Documents, etc.

[] Be sure they know how to use the microphone/speakers, etc. for presenting and answering questions.

[] If you plan to record the Webinar, this is a good time to test the recording functions.

[] If possible, set up a 2nd computer (borrow one if you need to) to test your Webinar presentation. Your Webinar may look different on different sized screens, on faster or slower computers, or faster or slower Internet access and other variables. Sharing your desktop is one of those variables. Because it takes a lot of bandwidth to copy your computer screen to the audience's screen, you can have lag time for the screen to show what is on your screen. So what you see on your computer may not be what the audience sees on their screens. Having a second computer available is a great way to test this. It is also a great way to test microphones and speakers too.

30 Minutes To 1 hour before the seminar:

Test all hardware and software

Webcam (if using)

Speakers

Microphone

Whiteboard

Web Site Browser

Power Point Presentations ™

Other

1. _____ 2. _____

If you have access to the room early, upload all presentations now.

Be sure all guest speakers are online with you.

Know how to mute out the audience if necessary.

Know how to remove people from the room if necessary.

Set the background slide, picture or website of the conference room to talk about you/your company.

This is a great way to let guests learn more about you when they enter the Webinar Room and are waiting for the Webinar to begin.

Right before the Webinar begins:

- Take a big breath.
 - Take a drink of water.
 - Turn off your phone, cell phone and pager.
 - Turn off your e-mail and instant messenger programs on your PC.
 - Turn on recording feature if you wish to use for Training or Sales purposes at a later time.
(Note: It is usually best to have a co-moderator or technical assistant be responsible for the recording)
-

As the Webinar begins:

- Have a leader in your company/industry give you a professional introduction.
 - Thank your visitors for coming to the Webinar.
 - Allow people in the audience to introduce themselves (if desired).
 - Tell the audience the basics about yourself, your company, and what you are about to talk about.
 - Tell the audience who the guest speaker will be for your Webinar and why you are excited to have them with you (See to the "Guest Speaker" section below).
 - Tell the audience about your newsletter (and the benefits) if you have one. Bring up your web site where they can sign up for your newsletter. If your Webinar software allows them to do so, tell the audience they can sign up right now if they are not already on your mailing list.
 - Tell the audience when they can ask questions Before During After the Webinar
 - Tell the audience how they can ask questions. Let a person in the audience actually ask a question so others see how to do it.
-

During the Webinar:

Introduce your speaker for the Webinar.

Introduce their company: _____

Explain what they do: _____

Tell why they are qualified to be your guest speaker (certifications, degrees, years in the industry, etc.)

Lighten up the Webinar with a joke every 15-20 minutes if people enjoy your sense of humor.

Take a break every 15-30 minutes to catch your breath and relax.

Ask if there are any questions.

As the Webinar ends:

Take the audience to your sales page on the Internet, where you can make sales for products/services.

Review the benefits of the product or service.

Review why they need this product or service further.

Let them know about any special price discount or bonus they get for buying now.

Complete sales of product or service.

Offer a final question and answer session and answer any questions they may have.

Mention any future Webinars or special offers you may have in the future.

Close with Survey for feedback:

A survey is a great way to get feedback from those who attended your Webinar. The information you may want to collect may be:

1. Webinar related

- Ways to improve the Webinar.
- Any questions they may still have.
- What they liked about the Webinar.
- What they did not like about the Webinar.

2. Product or service related

- Future product or service Webinars they would like to see

Write down your survey question here.

[] Survey #1

Question:

Answer # 1: _____

Answer # 2: _____

Answer # 3: _____

Answer # 4: _____

Answer # 5: _____

End the Webinar

[] Thank your audience for being with you. Something like “A sincere thank you for attending today’s Webinar. I hope it helped you with ideas and plans for your (Insert goal of the Webinar). Also, be sure to check the web site (mention website) for future Webinars and more tips about (list your topic).”

Enter your closing line:

[] Thank your special guests for being with you.

[] Take the Webinar Web Site browser back to your home page or your order page in case some people stay in the conference room late or some people show up at the end of the Webinar for some reason. Consider offering a special discount price or trail offer for your product or service on this page.

[] Be sure to tell your audience about your newsletter and how to sign up for it.

After the Webinar:

Follow up: (this is a great time to generate additional sales!)

[] Send a thank you letter to all attendees by e-mail and/or US Mail.

[] Send a catalog of your product or services to all attendees by e-mail and/or US Mail.

[] Send an e-mail telling where to access a recording of the Webinar, for themselves or others to review.

[] Consider placing the Recorded Webinar on your Web Site, Blog, Youtube, CD, etc. to share/market.

[] Send an e-mail to those who did not attend the meeting with the location of the Recorded Webinar.

[] Add the visitors to your e-mail based newsletter (if you informed them you would be doing so.)

[] Let your visitors know about related upcoming Webinars.

You may want to consider offering a series of Webinars along a specific topic. In business, it's always easier to sell to existing customers than it is to find new customers, and you know the same works with Webinars. If they just attended a Webinar on your topic, they are interested in that topic, now, and probably need to learn about related products and services.

For example, when I give a Webinar on "How To Build a Web Site", I cover the basics in the first Webinar, and then break down those basic topics into Webinars for later dates. An example follows. Try to do this for your Webinar/business below!

Main Topic:

How to Build a Web Site.

Subtopics for additional Webinars:

1. How to save time and money building a web site, using templates.
2. How to accept payments through the Internet with a Merchant Account.
3. How to drive ready-to-buy traffic to your web site with Pay Per Click advertising.

Now do it for your Webinar....they are fun and it really works!

Main Topic of your first Webinar:

Subtopics for additional Webinars:

1. _____

2. _____

3. _____

4. _____

As you can see, you can be successful with Webinars, you just have to create a plan, execute it, and then perhaps think out of the box a bit to go to the next level.

Have more questions? See my notes on the next page and please visit us at:

<http://www.howtobuildaWebinar.com>



Do you have to spend a lot of money to try or implement these tools?

The answer is NO! I am sure you want to know if you will need to spend a lot of money to implement these services. The answer is no. You do not have to spend huge amounts of money to implement these tools. Better yet, you can test many of them before you buy them.

Ready to start giving Webinars?

Test-drive a complete Webinar/Internet Conference Room for just \$7.00 for 7 days!

[Click here to test drive the software.](#)



Want to earn extra income promoting my books and Webinar Rooms?

To make additional income selling this book, and the Webinar technology, read this book, just read this document!

Get with the person who gave you this book and discuss the options with them!

About John Davin

Anyone who knows John Davin will tell you his goal in life is to share the secrets and the power of the Internet with anyone and everyone.

Mr. Davin owned and operated a retail computer store for nearly 20 years, and now he focuses on assisting small businesses looking for new, cost effective ways to market their products and services, with tools like Web Sites, Blogs, Webinars, Videos, Podcasts and more.

To date, Mr. Davin has helped thousands of clients, has written 6 books for the computing industry and is continually increasing his library of books and reports to help the small business owner.

Following the basic belief that successful marketing is about providing education and free information to prospective clients to gain their trust, Mr. Davin is also following his own advice by sharing many of his books, seminars and Webinars for free, revealing much of what he has learned from over 20 years of on-line business and computer research and consulting.

Please visit <http://www.webtoolsguy.com> to learn more about his free Webinars, Books, Reports and Videos.



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