

the webinar **roadmap**



for bloggers, entrepreneurs and
online business owners



welcome!

This quick-start webinar roadmap will help you create a webinar that will help you promote your business and grow your email list!

Why Use Webinars for Your Business?

Webinars are extremely popular amongst all kinds of marketers and business owners alike. They are a great way to connect with your audience visually, and are perfect for holding online conferences and more.

Teaching sells!

Using a webinar system that allows you to show your computer screen to the attendees is very useful indeed. This allows you to walk participants through different scenarios. You could show them how to use a new software or explain a process by using diagrams on slides.

Quite often it is much easier for people to be shown how to do something, as opposed to trying to read or listen to an audio recording. The great thing about a webinar is that it can be recorded and all attendees can be given a copy. This way they can refer back to it multiple times as needed. You can even turn your webinar into an online course!

Kevin & Sarah

Webinar roadmap



1

STEP ONE

Identify Your Product - Know what you're selling in your webinar. This has to be first, so you can create a webinar designed to promote the product and provide relevant information.

2

STEP TWO

Identify Your Webinar topic - Your webinar topic should focus on a specific problem that your audience is struggling with. It also needs to support your product. For example, if your product is an energy supplement, talking about 3 key ways to get more energy every day makes sense. Your topic supports the eventual sales pitch you're going to make.

3

STEP THREE

Create Your Webinar Content - It's always a good idea to create a script for your webinar. You'll then use this script to create your presentation slides where you can embed videos, links, and present your information.

4

STEP FOUR

Marketing Your Webinar -

There are many autoresponder messages to create. Here's a quick list of what you'll want to check off:

Autoresponder series to promote webinar to your subscriber list
Webinar registration confirmation email

Autoresponder to promote replay to list

Affiliate invitation to host webinar email

Affiliate promotional materials to help them market your webinar

Webinar roadmap

5

STEP FIVE

Your Website Promo Pages
Sales page/landing page
Registration
Confirmation / thank you page
Course checkout page

6

STEP SIX

Choose Webinar and Supporting Technology
We recommend Webinar Ninja as it has everything you need.

Whatever software you choose, remember to go through it and press all the buttons before you deliver your webinar! This will mean there are no surprises on your session.

7

STEP SEVEN

Deliver your webinar!

three quick tips

TIP NUMBER 1

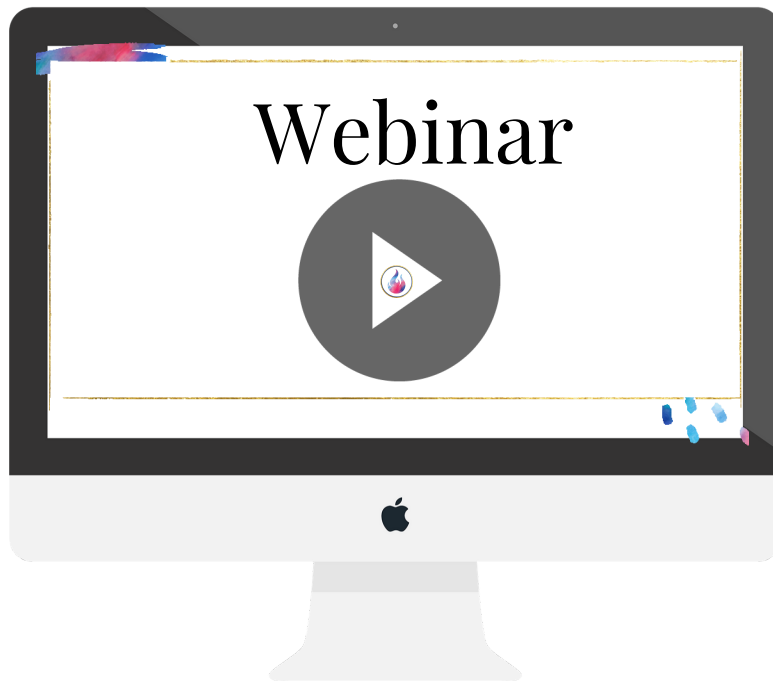
Create a dedicated page for your webinar. As mentioned above, create a dedicated registration page to your webinar that gives more details about what people will learn, receive and be able to do during your webinar. Add a photo of you to the page if you don't want to add a video.

TIP NUMBER 2

Create a custom URL. Once you've created your dedicated page, create a custom URL for it; [yoursite.com/webinarname](#) This can be done when you create the page or by using a plugin like Pretty Link. This makes it easy to remember your webinar url when you're talking about it.

TIP NUMBER 3

Blog about it. Announce your webinar on your blog. Write value-driven, interactive posts related to the webinar topic. At the bottom, direct readers to sign up for the webinar. Create cliffhanger posts that talk about a problem or question you'll answer in the webinar.



Ready to step up your game?

Check out the Webinar Ninja free trial and discover the secrets of a great webinar

LET'S TAKE A LOOK