

WebAttract WebinarReady™ Master Webinar Producer Training Course

A Step-By-Step Training that Covers Every Aspect of Planning, Delivering, and Optimizing Your Next Webinar



How would you like a step-by-step system that covers every aspect of planning, delivering, and optimizing your next webinar?

Based on the WebinarReady™ proven methodology, best practices and metrics from over 500 webinars of emerging / global brands and media publishers, we teach you how to achieve your demand generation goals while delighting your audience.

You will learn how to attract new prospects, engage them with compelling content, and move them through their buying journey to become your customers and advocates.

Whether you're a marketing professional, demand generation specialist, a do-it-yourself entrepreneur or you want to train someone on your team, this course will teach you how to implement highly successful and effective webinars.

The WebinarReady™ course includes all informational materials you need to succeed, including training videos, follow-along checklists, student exercises, access to tools and even live coaching with expert webinar producers.

We cover every part of our WebinarReady™ system to teach you our webinar best practices. You'll learn:

- What to do before, during and after the webinar to expertly manage the business drivers, logistics, human factors and technology considerations
- How to attract an audience and recruit them to join your webinar with interesting and engaging content that will inspire them to want to have a conversation with you after the webinar
- How to use 6 key webinar metrics to create benchmarks and actionable intelligence to optimize your outcomes and identify attendees that are sales ready or need more nurturing
- How to breathe life into content to make your speakers shine and naturally connect their passion with the audience

- How to use our rehearsal and sound check instructions, so your webinar won't be held up due to technicalities or risk losing your audience.

What's in the WebinarReady™ Course?

Once you invest in this course you will receive these deliverables:

- WebAttract's proven WebinarReady™ methodology with best practices, metrics, and all information required to get more leads, prospects, and sales.
- Eight step-by-step videos that walk you through every step of the WebinarReady™ extensive webinar production process.
- Student handouts that contain real-world exercises, checklists, and ready-to-use templates, so you can fully grasp the WebinarReady™ concepts.
- Live coaching with experienced WebAttract webinar producers who can accurately answer your questions.
- The WebinarReady™ Certification, which shows the world you have the knowledge and skills to produce successful webinar events.



Your Complete WebinarReady™ Course Outline

The 8 modules cover the following topics.

#	Course Title	Key Topics
1	Setting the Stage for a Smooth Webinar Production	<ul style="list-style-type: none"> ✓ Use a theatrical approach to producing an engaging webinar ✓ Define webinar objectives and desired outcomes ✓ Start project plan and identify your team ✓ Address technology considerations ✓ Hold a kickoff meeting and set the tone

2 How to Attract the Right Audience – Part 1: Planning



- ✓ Select a winning “must have” topic that connects
- ✓ Develop the target audience profile to align with your topic and value proposition
- ✓ Define your demographics – industries, job titles, geography
- ✓ Size and source your audience to go beyond your house list

3 How to Attract the Right Audience – Part 2: Creating Invitations & Landing Pages

- ✓ Apply six attributes for creating engaging email invitations that compels the recipient to register
- ✓ Connect the invitation to the landing registration page
- ✓ Utilize data integration capabilities

4 How to Attract the Right Audience – Part 3: Executing Your Campaign

- ✓ Create the schedule of touchpoints
- ✓ Ensure your invitations get opened by crafting relevant email subject lines
- ✓ Execute your email and social media marketing campaigns

5 Metrics and Analytics – Gathering and Mining Actionable Life Cycle Intelligence (Before the Webinar)



- ✓ Understand the role of metrics to benchmark and achieve your registration goals
- ✓ Create a dashboard to track daily campaign metrics
- ✓ Employ actionable strategies to create predictable registration outcomes

6 **How to Engage Your Audience –
Part 1: Table Read, Sound Checks & First
Dress Rehearsal**



- ✓ Gather the team for a Table Read to brainstorm structure, timing and flow to align with invitation deliverables
- ✓ Utilize registration intelligence to brief speakers on what the audience wants to learn
- ✓ Use a production script template to structure webinar and to stay on track
- ✓ Follow the Do's and Don'ts of creating visuals, such as PowerPoint slides
- ✓ Perform sound checks to optimize speakers ability to connect with the audience
- ✓ Add interactivity with Polls
- ✓ Add the "Call to Action" / "Getting Started" slide

7 **How to Engage Your Audience –
Part 2: Second Dress Rehearsal,
Final Sound Check, Go Live! & Debrief**



- ✓ Learn the important role of the moderator
- ✓ Practice for the webinar
- ✓ Coach your speakers to sound natural and authentic so that they shine
- ✓ Prepare for the Q&A session by creating seed questions, prioritizing and following best practices for answering live questions
- ✓ Create the final survey
- ✓ Do a final sound check and set up your "Plan B"
- ✓ Perform critical steps on Go Live! day
- ✓ Complete follow up tasks immediately after the webinar (archive recording and send thank you emails)
- ✓ Position the post-webinar recording to be "the gift that keeps on giving"

8 Metrics and Analytics – Measuring Webinar Effectiveness and Sales Follow Up (After the Webinar)



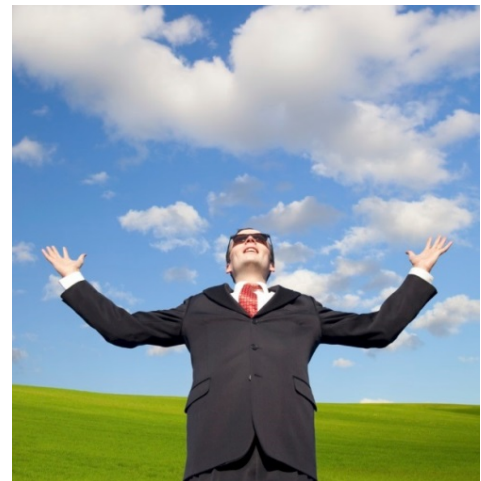
- ✓ Assemble the final set of analytics (Did we move the needle to measure intent to purchase? Did the webinar meet our planned commercial goals and outcomes?)
- ✓ Create an executive summary of the webinar analytics
- ✓ Segment sales ready, nurturing or non-qualified leads
- ✓ Implement best practices for following up with registrants and attendees
- ✓ Prepare for the next webinar and consider branching out to create a series

The value of this information reaches 6 figures. Once you purchase this course, you will have the tools you need at your fingertips to produce successful webinars.

WebinarReady™ Course Summary

As a result of this training and certification program, you'll be able to:

- Produce webinars that exceed your audience's expectations
- Establish webinar objectives and must-have topics to optimize your commercial outcomes
- Use the WebinarReady™ project plan to keep everyone on schedule
- Guide speakers to create compelling and engaging content with ZING
- Manage dress rehearsals and sound checks that ensure problem-free webinars
- Generate post-live event value from webinars with metrics analysis and lead nurturing
- Educate, organize, and inspire your team to deliver successful webinar events



Your WebinarReady™ Guarantee

If you purchase this WebinarReady™ course and implement it, but do not get the results you want, simply let us know, and we'll immediately refund your investment—no questions asked.

Here's to your webinar success!

The WebAttract Team

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