

# How To Host Webinars To Grow Your List

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# What Will We Cover?

- What webinar service should you use?
- How to set up a very basic PowerPoint Presentation
- How to host a webinar without PowerPoint

# We'll Also Cover...

- Setting up your webinar
- Tools and resources needed
- How to get the word out



# Which Webinar Service Is Best For You?

- There are many out there and none of them are as reliable as GoToWebinar.com
- Cost \$99 per month
- You get a download of your recordings
- Almost no lag time

# You Get What You Pay For...

- Less expensive alternative is AnyMeeting.com \$17.99 mo.
- Good quality service and great recordings
- You can't have a download of your recordings. They own them. NOT GOOD!
- Only way around that is to replay and screen record so you have a copy.

# PowerPoint – Keep It Simple

- Choose a light colored background
- Keep it clean and uncluttered
- Sprinkle in a few images and graphics to add interest



# Basic PowerPoint

- Choose a simple design
- Don't use a "busy" design
- Keep your background light – dark is hard to read
- Use the K.I.S.S. method  
(Keep It Simple Sweetie)

# PowerPoint continued...

- Use easy to read text
- Use bullet points
- Watch your spelling
- Recap – conclusion
- Present in “Reading View”



# What If You Don't Have PowerPoint?

- Use Word, MS Works or Open Office
- Instead of clicking on slides, you'll simply scroll down the page
- Keep it simple – better simple than overwhelmed and not at all



# Setting Up Your First Webinar

- Your webinar title should be a headline with keyword
- Once you've set up your profile it takes 60 seconds or less to set up a webinar
- Use the "Clean Screen"

# ...Your First Webinar

- Test your headset – mic and audio – Logitech at Walmart for about \$35
- Make sure you are on mute until you are ready to roll
- Recording settings – don't use converter
- Share your screen, click "Start Your Broadcast"
- Don't forget to hit record

# Getting The Word Out

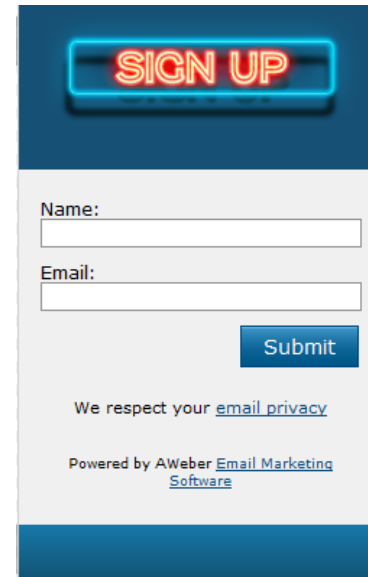
- Send an email to your list with details and direct webinar link
- Make everybody else opt in – you are trying to build your list and a following
- Opt in form in a post or a page on your site

# ...Spreading The Word

- Create a Facebook event and invite lots of people
- Add an app on your Facebook Timeline
- Send a reminder email to your list on the day of the webinar
- Blog about it and include the opt in link in your blog post

# How To Get Opt Ins

- Social Media - talk about your webinar several times a day for a couple of days
- Include a link to your opt in page
- Promote your post on FB
- Ask your friends and colleagues to tell their community



**SIGN UP**

Name:

Email:

**Submit**

We respect your [email privacy](#)

Powered by AWeber [Email Marketing Software](#)

# In Conclusion

- Use a good webinar service
- Keep your presentation clean and simple with either PPT or Word
- Use opt in method
- Promote your event in emails, on social media and JV partnerships
- Use FB Events and the new promote post feature

# Can I Help You Get Started?

- If you are nervous and need encouragement, I'll be happy to be a co-host on your webinar.
- Email me  
[Celene@TheHappypreneur.com](mailto:Celene@TheHappypreneur.com)
- Message me on Facebook  
<http://facebook.com/happypreneur>