WEBINAR SECRETS

EDUCATE | ENGAGE | ENERGIZE

UNWRAPPED
WORKBOOK

CONTENTS

01
GETTING STARTED
Tips on how to use the workbook.

02
THE WHY
Thinking Strategically to maximize your impact.

03
THE PROCESS
Simplifying the development.

04
GOALS/OUTCOMES
Outlining your goals and outcomes

05
VALUE DRIVEN CONTENT
Ensuring you have the key learning elements

06
DESCRIPTIONS & TITLES
Steps and elements to include

07
TOOLS FOR DISTRIBUTION
Recommendations and tips.

08
PRODUCTION
Format and tips

09
RESOURCES
Your toolkit to find valuable products.

ABOUT YOUR FACILITATOR

Dr. Victoria Boyd is an author, trainer, consultant, podcast host, and founder of The Philantrepreneur Foundation. Dedicated to providing educational content and support specializing in content and organizational development, cause marketing for the for-profit and nonprofit sectors.

Learn more at:

https://DrVictoriaBoyd.com | https://PhilantrepreneurFoundation.org
https://SystemsSummits.com

Connect with Me

GETTING STARTED

Tips to get the most out of your training.

Each section will guide you to make decisions or craft material for your webinar presentation. Use this workbook to develop concepts and outlines or use it as your working draft.

BEFORE

Unplug phones and email notifications to limit distractions.

DURING

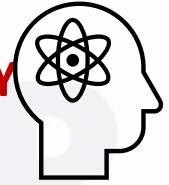Take plenty of notes. Each section includes a 'notes' page.

AFTER

Revisit and complete sections. *LAUNCH* your webinar!

SESSION 1 – THE WHY: THINKING STRATEGICALLY

Brainstorm Ideas

Let's start with you. What is your expertise, industry, interest, or service?

What are some Industry Trends or Updates?

1.

2.

3.

Where could you use a presentation?
- ❑ Virtual Summits/Conferences
- ❑ Standalone training
- ❑ Marketing

Type:
- ❑ Expert
- ❑ Demonstration
- ❑ Training
- ❑ Problem to Solve

SESSION 1 – THE WHY: THINKING STRATEGICALLY

Let's make sure you are hitting the target with your ideal audience.

Identify your Ideal Audience (*you may have more than one*)

1.

2.

3.

Top 3 needs or challenges of this audience?

1.

2.

3.

Industry Expert or Authority | Serving – Not Selling

What are your solutions?

1.

2.

3.

NOTES

SESSION 3 - YOUR GOALS AND OUTCOMES

Brainstorm Your Goals. You might have more than one.

Note: All presentations can be a form of 'lead nurturing' if an opt-in is created to access your presentation. However, a lead nurturing goal identifies specific challenges and makes those leads 'hot' leads that have gone through the first level of vetting.

Expert or Authority
(research, industry trends, new developments)

GOAL	OUTCOMES

Demonstration
(products, services, tools, strategies)

GOAL	OUTCOMES

Lead Nurturing
(handout, infographic

GOAL	OUTCOMES

NOTES

SESSION 4: **3 E'S OF VALUE DRIVEN CONTENT**

Based on your GOALS

How will you EDUCATE?
1. Observable

2. Measurable

3. Applicable

Based on your CONTENT

How will you ENGAGE?
1. Visual

2. Kinesthetic

3. Auditory

How will you ENERGIZE?
1. Relevancy

2. Ask

3. Action

NOTES

SESSION 5: NEON DESCRIPTIONS AND TITLES

Creating the description and title will occur **AFTER** the presentation has been developed. Make sure you apply these strategies to hit a bullseye.

Concise - less is more concept

Precise - explain exactly what will be covered

Valued Advice - solution to solve a pain point(s)

And These Three Description Goals

OBSERVABLE   **MEASURABLE**   **APPLICABLE**

NOTES

SESSION 6: TOOLS AND DISTRIBUTION

SELF-HOSTED Development Workflow

❑ Live
❑ Recorded

❑ On-demand
❑ Time-sensitive

Self Hosted
❑ Company/Dedicated website
❑ External Platform

TYPE
❑ Standalone
❑ Series

❑ External Host
    ❑ Summit/conference
    ❑ Guest presenter

What features do you need in webinar software?

How are you going to make them aware of your presentation?

Exploring Webinar Tools – Many choices*
https://www.growthmarketingpro.com/best-webinar-software/
*We do not endorse any specific tool. Each business has different needs. However, the above website does have an affiliate partnership with their main recommendation.

NOTES

SESSION 7: PRODUCTION

Production Check List

The format selected as your presentation style determines some of the production equipment needed. A natural setting requires the most attention to detail for the space, background and lighting. Sound is always an important element for all productions. It must be crisp and clear.

Recording Format
- ❏ Natural
- ❏ Virtual Background
- ❏ Mashup
- ❏ Full Slide

Recording/Edit
- ❏ Select Platform
- ❏ Practice using platform
- ❏ Select editing tool
- ❏ Create a branded intro

- ❏ Microphone
  - ❏ Yeti
  - ❏ Lavaliere
  - ❏ Headset
- ❏ Lighting
  - ❏ Natural, windows, lamps
  - ❏ Tabletop
  - ❏ Box
- ❏ Green screen/virtual background
- ❏ Space
  - ❏ Setting
  - ❏ Quiet place to record

TIP
AIM FOR 25 TO 30 SLIDES FOR A 20-MINUTE PRESENTATION. IT KEEPS THE VISUALS MOVING.

NOTES

RESOURCES

WEBINAR SECRETS
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DEVELOPMENT SERVICES

NO Time - Need Help?
We Got You!

https://DrVictoriaBoyd.com/WSHelp

Available Support and Services
- Review and edit your content
- Design PowerPoint
  - Add images
  - Transition elements
- Develop Description & Title
- Create a branded video intro

Before

After

WEBINAR SECRETS

Available on Amazon

TOOLS

Some of these resources were mentioned in the training, others are additional tools that might be helpful.

Viddyoze: create short video intro
Nowsite: 3 Click Marketing/unlimited pages
Appointlet: Scheduling Calendar
Summit in A Box (SIAB): Create your own summit
LearnDash: Sessions on dedicated platform
Movie Maker: editing software

#SYSTEMSSUMMITS

www.**SystemsSummits**.com
Opportunity to present a webinar

SYSTEMS SUMMITS RESOURCE TOOLKIT

Go to resource for tools and systems to maximize ROI