**How to Come Up with Webinar Topics**

*The first part of this action sheet will be best used during a conversation with your client.*

**Part 1**

The best way to come up with webinar topics is to keep your target audience in mind, and then identify things that matter to them, things that affect their success, and things that have kept them from success in the past. Below is a list of questions to ask your client that will help you determine a solid topic for the webinar.

Once you've come up with your idea, though, be sure to ask your client more about that topic to be sure it's enough content to be incredibly useful for your clients' target audience, as well as take up roughly 20-30 minutes of time to convey/teach.

**Questions to Brainstorm Topics**

What pain points does your target audience face?

What do they not know that they need to know?

What blog topics have been most popular?

What questions (from non-purchasers) do you get most often?

Are there any common misconceptions about your business or industry?

Is there any bad advice people are getting about your industry that needs to be corrected?

What is one small, but important thing, you could teach people to do in 30 minutes?

**Part 2**

Once you have a solid topic, you need to write an intriguing, exciting title for the webinar. Here's a list of a few samples to get your brain going. Feel free to play with iterations of these, and be sure to add your own!

**Examples of Webinar Titles**

5 Things [Group] Should NEVER Do

Your Top Questions About X, Answered!

10 Myths About X

What Even the Pros Don't Know About X

The Worst Advice (You'll Definitely Get!) About X

How to X

How to X in One Day or Less

How to X for Less Than You'd Imagine!

What the Pros Get WRONG About X

Why [COMMON ADAGE] is Dead Wrong (and What's Right Instead!)