*Key:*

*Bolded sections represent on-screen copy*

*“*🡪*” represents when to advance to the next slide*

***How to Write Webinars***

**INTRO VIDEO**

Let's start with the basics: What's a webinar? 🡪 **A webinar is kind of like a semi-interactive seminar that's hosted online.** Often, you'll see them referred to as "free online trainings" or things like that. People sign up to participate and log in at a certain time to be a part of a live training. Often, there'll be opportunities for questions so that people can get their questions answered in real time.

🡪 **Webinars are used to help educate people about various topics, but they're also generally used to help sell things.** The basic idea is that the person hosting the webinar teaches some useful information to the people that have signed up and then, at the end, makes a sales pitch for a product or service that's related to what the people have learned. Often, if the quality of what they learned was very high, a sizeable percentage of attendees will purchase that product or service.

Webinars are most often used by solopreneurs, though they can also be used by just about any kind of company. 🡪 **They can be a great way for a solopreneur or company to get some exposure, ingratiate themselves with their target audience (since they're offering free content) and establish themselves as experts**. Also, of course, they're a great opportunity to sell.

Why should you learn to write them? Well, why not? 🡪 **Many solopreneurs and companies know the value of webinars, but aren't necessarily versed in how to create one.** This, of course, is where you come in. In this course, we're going to go over how to help your client come up with a topic, and then how to structure and write the webinar they'll host.

Now, 🡪 **since your client will be the expert on his or her business, it will be up to them to give you the content that you'll work with and use to create the webinar.** But, once you get a feel for exactly what you'll need to write, you'll be able to guide them, as well as ask the right questions to ensure you get the content you need.

When you're ready, let's dig in and get started!

**VIDEO 1 - Preparing to Write**

In this video, we're going to cover helping your client come up with a compelling topic for the webinar, the sections that will go into a webinar and how to set up your script for your client.

As we talked about in the introduction, 🡪 **the most important element of a webinar is that it be truly instructional and useful for the people who attend.** Your client is essentially borrowing their attention and bartering useful information for it.

This content, though, should relate to what your client is selling. It should give useful and actionable information, but it should be just a drop in the bucket of all of what your client is selling. 🡪 **The content should be useful, but the next logical step to progress with that content should be purchasing what your client has to sell**. You want to make sure that the webinar teaches just one part of what your client's product or services is all about.

🡪 **The most effective topics or themes (and by effective, I mean most likely to get people to sign up) are either curiosity-provoking or benefit-driven.** Curiosity-provoking means things like "best kept secrets in X" or "the 5 biggest mistakes people make when X" or "Answers to Your Biggest Questions about X."

🡪 **Benefit-driven will often be in the "How to" realm;** things like "how to do X" or "How to achieve X." And make sure, of course, that these benefits are things that your target audience will actually care about.

🡪 **Make sure that the topic is specific.** First, this helps people know exactly what they're signing up for and get excited about it. Second, a specific topic helps to weed out the people who aren't in your client's target market.

For example, let's say your client sells a program about how to use a variety of apps on your smartphone to track your fitness and lose weight and creates a webinar called, "The Five Best Smartphones on the Market." Well, they might get some people in their target market, but they're going to get lots of people who are just interested in getting the best smartphone and not at all interested in fitness.

🡪 **It's better to get 50 people signed up who are the exact right audience than 5000 who aren't.**

Obviously, your client is the expert in his or her field, so unless they've already come up with a genius idea for a webinar, you'll have to work with them to do it. 🡪 **If they have a couple of different ideas, they could always send out an email to their subscribers to see which one people would most like to attend;** that should give you an idea of which ideas will be popular with both subscribers and new people.

Now, as for the content, you'll obviously have to get the bones of that from your client, too, but it will be up to you to arrange it and write it out for them.

🡪 **The average webinar lasts an hour, with 10 minutes or so at the end for questions.** We'll go into exactly how to write the elements that make up a webinar, but for now, let's just talk about what they are.