

# 8 Step Webinar Checklist

1. **Teach Something First** – Always remember, many people are planning their day around your webinar. It's your responsibility to not waste their time. Your intent is to **NOT** only sell, but to also teach them. You'll gain their respect for not only the sales you'll receive today, but also if they do not buy today, you'll gain those sales in the future as well.
2. **Be Sure You Show Them Something NEW** – On the subject of teaching, you **MUST** teach them something NEW. If you teach, show or demonstrate something your audience already knows about then, you'll have instantly lost your credibility as an expert. They'll NOT want to know or even hear more from you because, they believe you're too "BASIC" for them and possibly they'll even leave the webinar.
3. **Entertain Yet Be Informative** – A typical webinar will be approximately 60-90 minutes. To go 60-90 minutes in a straight lecture format would be extremely boring. To gain person's attention and keep it, you must entertain them as well as educate them.
4. **Be Sure On Your Facts** – If you're utilizing facts in any way, shape or form, be sure you're consistent and the facts are correct. If you're not consistent with the same statistics you'll appear to be dishonest. Also, if you're misquoting facts, you'll appear to be misinformed which will lose you sales.
5. **Mention But Don't Sell During Teaching** – There is a time for teaching and a time for selling, you must know which is when. What I'm referring to is this... many people tend to "product name drop" throughout their presentation which becomes annoying because it feels like they're always trying to sell you. The cure for this is to simply, **TEACH THEN SELL!**

6. **Create a Turning Point** – There will come a time in your presentation to make the switch from teaching to selling or telling them about your product or service. This segue has to be smooth and flow properly. If you stumble between teaching and selling, your audience will see and feel how uncomfortable you are and this will also make them feel uncomfortable causing you a loss in sales.
7. **Have a Product Image** – As you introduce the product or package you are selling, hire someone to create you a product image digitally representing the package. Even though people are not physically receiving this, it gives them a visual feeling of what they'll be buying and ultimately owning.
8. **Wait 30 Minutes After The Webinar** – The most powerful strategy I learned by accident is... leaving the webinar up for 30 minutes after I finish. On accident, after I had ended a webinar, I walked away from my desk leaving my last slide on the webinar screen. To my surprise when I returned I received an additional three sales without even saying anything. Is it worth it? YES and you don't have to do anything to get more sales.

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