

# **8 Steps to Planning an Evergreen Webinar that ROCKS!**



**Sue Guiher**

# INTRODUCTION: WHAT IS AN EVERGREEN WEBINAR?

Evergreen content is content that you give to your audience that never goes out of date. Much like evergreen trees never lose their needles, evergreen content never loses its relevance to your audience.

For instance, a blog post titled “What is an Accountant?” would be considered evergreen because the definition of an accountant likely won’t change over time. However, a blog post or video showcasing the features of a particular software is not considered evergreen because changes will be made over time to the software and features will be improved, thus making that first blog or video irrelevant.

Now let’s combine the idea of evergreen content with webinars. As you may know by now, webinars are very successful at drawing in your ideal audience and building that relationship with those audience members and social media followers.

Putting yourself on camera, even if just for a short introduction, shows your audience that you’re a real person, shows off your personality, and basically gives a face and voice to a name. You’re no longer just a name on a social media post; you’re a real person who wants to help others. Allowing others to see and hear you reinforces your credibility and builds up the trust factor which are both important to earn before people spend their money with you.

Webinars are also a great way to create community by bringing people together who are interested in the same topics. When you can demonstrate your expertise, you also become a leader in your industry or community.

# Why Offer Evergreen Webinars?

When you produce an evergreen webinar, you are engaging your audience while also putting them into a funnel towards your higher-end packages/programs or your signature product. Instead of marketing on a one-to-one basis (which can obviously be very slow and time consuming), webinars allow you to speak to hundreds of people at a time and if they're a part of your target audience, they should be very interested in your offerings.

The best thing about an evergreen webinar is you can reuse it over and over again. It's not a "one and done" product; it's a relevant product that you can use to continually offer multiple times throughout the year.

Consider this idea in the same vein as creating passive income. You put in a lot of hours and work upfront to create your signature course or to write your book but you benefit for many years afterward from sales of this class or book. Yes, there is still work to be done marketing the finished product(s) but the production work is now complete. (And if you really enjoy everything about marketing, you may not even consider this step work.)

Even if your evergreen webinar is free to attend, if you have a careful sales funnel set up, you can still make a profit from your attendees by guiding them to your book, course, coaching program, or weekend VIP retreat. It's wise to create an evergreen webinar for each of these offerings since they will appeal to people at different levels in their business

These webinars can be a tool in earning passive income. Let's delve into the specifics of creating webinars that will attract attendees who will be served and then want to spend money with you.



# STEP ONE: START WITH A COMPELLING TOPIC

A compelling topic is one which appeals to your audience and will hold their attention for an hour. It should address their pain points or struggles and offer solutions to help them relieve those struggles. Of course, your paid offer at the end would be the ultimate solution to their problem but you will certainly offer valuable tips throughout the webinar that they can act upon right away, for no charge. Everyone who attends your webinar should receive valuable information that can help them.

When choosing a webinar topic, it pays to do some research. After all, you don't want to choose something your audience doesn't care about because then it will be difficult to attract attendees and your ideal client may doubt whether or not you're in tune with what your audience wants to hear. So, start off by scanning through your blog posts. Which ones were shared the most or have the most comments? Now look through your emails and social media posts. What types of questions do people ask you about on a regular basis?

Lastly, go straight to the source. Ask your email list and your social media followers to fill out a short survey about what topics are most important to them. You have two options for the surveys: allow the takers to fill in their own ideas of what they want to hear about or allow them to simply check off the topics that interest them the most. Making the survey as easy as possible will likely get you the most answers, so having the topics listed is often easiest because survey takers don't have to think too hard about the question. However, you can also combine both options and have a blank box at the end of the survey in case there's a topic of interest that you had not thought of.



## Step 2: Make the Topic Uniquely Yours

After you've chosen your topic, think about how you can put your own unique spin on it and how it will relate to your paid offer at the end. If the paid offer doesn't have any bearing on your webinar topic, your sales will suffer. For instance, instead of offering a generic webinar about "5 Easy Ways to Start a Home Business," spin it into "5 Things I Wish Somebody Had Told Me Before I Started My Home Business," then offer your new book for home business owners at the end. Or create an online course for those starting out in business. Each of those makes sense as a paid offer to this specific audience of new home business owners. You could also offer a free discovery call to get them into your coaching funnel.

Likewise, if you cater to a certain niche, delve into the latest industry trends or expand upon a topic other experts are talking about. Also think about using words that make people curious, such as "secrets" or "mistakes". Instead of the "Top 7 Tips for Writing a Resume," change it up to the "Top 7 Mistakes You Don't Want to See on Your Resume." Just a few little tweaks will help create a compelling webinar title and put you on the road to having a unique webinar.

Lastly, since we're creating an evergreen webinar, don't mention anything timely or revealing, such as the date, month, current events, season, weather, or upcoming holidays. The whole idea behind this particular webinar is to create content that can be used for years down the road and some people will be put off (or confused) hearing you talking about the winter holidays while they are listening during the summer.



## Exercise: Research your Topics:

Source	Topics
What are some pain points for your audience?	
What most common questions are you asked?	
What topic has caused the most email opens?	
What are your survey results:	
What are your most popular blog posts?	
What are the industry trends? What are people talking about?	



# Step3: Create A Landing Page that Connects: The 4 Things Your Landing Page Must Have

- 1. A strong headline:** Just like you need a compelling topic for your webinar; the same rules apply to the headline for your landing page. You need to reach out from the computer screen with your words and guide readers down the page to the registration link. Avoid extraneous words that are fluff and select strong verbs. While you want ***your words to be strong and compelling***, make sure the ***headline matches the content of the webinar***.
- 2. Features and benefits of your webinar:** Both of these categories are usually listed in bullet format but don't get confused over which is which. ***Features are the factual statements*** about the product or service being promoted. We don't want your entire webinar to be a sales pitch for your offer, so separate the features of your paid offer from the features of your actual webinar. Your webinar features will be the key points you'll discuss. In our example of the "Top 7 Mistakes You Don't Want to See on Your Resume," your features would be those top 7 mistakes, written in a way as to pique the interest of your audience. However, features are not generally ***what encourage people to register***. That falls to the ***benefits of your webinar***. If they attend and follow your tips, how will they benefit? ***What's in it for your audience members?*** How will their lives be better? Connect the dots between the features of your webinar and the benefits.
- 3. Strong call to action.:** Now that you've guided your reader into the benefits of your webinar, don't leave them hanging. Tell them exactly what to do next. Tell them to register for your webinar to get inside access to these features so they can look forward to seeing the benefits appear in their lives. ***Don't be wishy washy***; tell them to register today. Use the same type of strong verbs as you did in your headline and ***make registration super easy***, either with a form right on your landing page or a big button/link to your webinar service's registration form.
- 4. Opt-in box from your autoresponder.** Some webinar platforms integrate with the major autoresponder services to gather emails upon registration but some do not. If your webinar service does not, then ***simply add an opt-in box*** to this landing page to gather registrations. Usually that's just a matter of cutting and pasting some code. This is a ***vital step to growing your list*** and increasing the number of prospects in your sales highway.



# Exercise: Create a Strong Landing Page

Strong Headline Ideas:

Features of your Webinar:

Benefits of Your Webinar:

Strong Call to Action:

Video preview- Consider creating a video so people can get to know you before the webinar.



## Step 4: Create an Outline of Your Webinar

Even the best and most experienced speakers use outlines and bullet points when formulating their speeches so it makes sense for you to also outline the main points of your webinar. Using this outline as a **guide** will help you gauge how much content you have and if you need more or less. This guide also **helps you stay on track** while recording to avoid rambling off topic and needing a lot of editing help on the back end of production.

Start at the very beginning with your introduction. What do you plan to cover? What will your attendees learn along the way? How is your webinar different from other experts in your industry?

**Proceed to tell your audience who this webinar is for.** Basically, spell out the demographics and details of your ideal client's life to show that you know what they need. Sympathize with their pain points and struggles; if you are a part of this same demographic, tell them that and reassure them that you have been in their shoes (but only if that's the truth!)

**Now segue into your background. Who are you?** What type of training do you have? How long have you been in business? Any awards or accolades? Funny life stories that are relevant? Your introduction is **important to build rapport with your audience** and not everyone in attendance may know your background. However, this webinar isn't about you...it's about what you can offer to your audience, so keep that introduction short, no more than 5-10 minutes. Then dive into the meat of your presentation.



## Your Content should be valuable AND lead them to the next step.

Depending on your topic and how much information you have, you may only have time to **touch on 3-5 points during this webinar**. Remember, most webinars are only one hour long and you'll want to leave time at the end to make your paid offer and to answer questions. So outline your main points along with any case studies or real stories that relate to the topic plus **at least one action step your audience can take away**.

The action steps are very important because this is your chance to woo your audience members. Some will be familiar with your name and your work while others will be completely new to you. This is the time to make them know, like, and trust you so they are receptive to your paid offer at the end of the webinar. Of course, don't expect to woo everyone in a single hour but **do provide enough valuable content so they feel as though this webinar was a good use of their time**. With this attitude, even if they don't purchase right away, they will look forward to your follow up emails and may start to follow you on social media, which could lead to purchases in the future.

After you finish your main presentation, it's time to make the paid offer. **This offer should make sense** given the topic of your presentation; it should be **the logical next step for your audience to take to find solutions**. Be absolutely clear with your offer and call to action. Tell them, "This is what you need to buy!" and consider offering a Fast Action Bonus for those who order before the webinar ends. Be clear and guide your audience to the end result, your paid product.



# Exercise: Outline Your Webinar

Webinar Segments	Information Required
Introduction	What the audience will learn (learning objectives)
Who Is this webinar For?	
Your bio	Include contact information including SM contacts
3-5 Main Points:	1. 2. 3. 4. 5.
5 Actionable steps the audience can implement right away:	1. 2. 3. 4. 5.
Paid offer:	Link: Fast Action Bonus Ideas:



# Step 5: Develop Your Offer

Your paid offer – or your pitch – needs to relate to the topic of your webinar or your sales will suffer. However, if your topic and your pitch are properly aligned and you marketed to your ideal client, you could see live sales as your webinar closes. Think about the purpose of your webinar, or what you have to offer. Do you have a book to sell? Do you want to fill your coaching calendar? Do you want to grow your email list? Or do you want to fill your VIP retreat? All of these offers will attract people at different price points and they will be attracted by different presentations.

Here are some offer ideas to think about:

1. Schedule a free discovery call. For those attendees who might still be unsure about hiring a coach/consultant, these types of calls serve as an interview for both you and the attendee. They will learn more about you and your style while you also learn about their needs and if you will be a good fit for them. This offer also grows your email list of prospects so even if they don't sign up right away, you can stay in touch. Consider using an application so that you can determine whether the person would benefit from your services before you get on the phone.

2. Participate in a group coaching program/course. Group coaching is a good compromise for those who want the coaching experience but can't afford private prices. That's not to say they won't get there eventually; these prospects may need a little more time to reach their financial goals but group coaching and giving action steps can help spur that success, which could lead to them purchasing private coaching programs in the future.

3. Buy my signature online program. Whatever your area of expertise, all professionals can benefit from having a signature program because this is how you help more people. Creating a program with your unique personality and your expertise allows people to study the course on their own time, thus freeing up more time for your private clients or to create a follow up course.

You can offer many other things including consultations, masterminds, health programs, VIP days/retreats as long as you are always offering these. Remember that this webinar is evergreen.



# Exercise: Plan Your Offer

Pitch Ideas	Do you have this already created?	Next Steps



# Step 6: Choose your Webinar Platform

Now, if you are not a techie (I am not) then it can get a little overwhelming or scary determining which platform to use. Luckily, there are many platforms you can choose from that are pretty simple to use. They all have different features, pros and cons and are at different price points. Here are just a few to get you started. I recommend you do your research so you can choose the right platform for you.

1. Stealth Seminar – A fully robust platform that supports webinars that are live, automated (pre-recorded) or hybrid, which means you can come on live after the recorded portion to answer questions live instead of relying on old questions. Stealth also integrates easily with all the major autoresponder platforms for easy list growth
2. Instant Teleseminar – For years now Instant Teleseminar was the go-to platform to record audio classes, or teleseminars. Now with video and webinars being a hot topic, they have added an option where you can show slides or pre-recorded video during your live teleseminar. Essentially, this is the definition of a hybrid webinar.
3. EverWebinar – A very robust webinar platform strictly for automated webinars and on-demand webinars. They focus very much on making their webinars look “live” with features such as the webinar continuing without interruption if someone arrives late or refreshes their browser. They also have patent-pending tools which simulate audience engagement inside the chat box so every automated webinar appears to have live chatroom action.
4. Webinar Ninja – Powerful yet affordable webinar platform for those just starting out. One nice benefit is having the option of monthly billing or annual billing and their lower priced plan includes the options of producing live or automated webinars. The backend dashboard seems easy to use and intuitive for setting up your webinar but they only allow scheduling on one day or time instead of offering choices to your audience.



# Exercise: Research Webinar Platforms

Company	Features/Benefits	Pricing and Notes



## Step 7: Determine Type of Webinar

Decide whether your webinar is going to be completely recorded ahead of time, live with you appearing on camera and then presenting the webinar material, hybrid with the pre-recorded webinar and then a live Q/A session. All of these have their merits. Here are some things to consider:

- One Q&A option is to host a hybrid webinar, which includes the recorded portion but then you join in live and answer the questions in the chat room. Some of the webinar platforms mentioned previously have this hybrid option. You do have to be available for the last 15 minutes or so of your webinar so that's an extra detail to coordinate with your schedule but that's a vast improvement than being available for a whole hour.
- Near the end of the webinar, hold a Q&A session. How do you do that on a recorded webinar? Simply answer some of your most frequently asked questions or create questions you wish people would ask, either about your webinar presentation or about your offer. Or ask people from your tribe ahead of time to submit their questions. Mention in your webinar introduction that you'll answer questions but you may not get to all the questions. Encourage those attendees whose questions were not answered to submit their questions via email or social media after the event.
- Lastly, for the sake of your credibility and trustworthiness, don't tell people it's a live video if it's really not. There's nothing wrong with using recorded evergreen webinars to build your business but you'll always get the best conversions when you're honest with people. If you don't like the term Recorded Webinar, consider using On-Demand Streaming Webinar instead. Or just don't mention anything at all until someone asks. Using recorded webinars allows you to reach out to many people in the most convenient way possible.



# Step 8: Practice Recording

- Practice makes perfect and that includes practicing your webinar before recording the final cut. Don't be fooled into thinking you don't need the practice or that this recording will be easy because it's not live and you can do some editing. It's always best to be prepared and ***you'll need some practice time inside your webinar room to learn the controls and, most importantly, to remember to hit the record button!***
- Before you even get started recording, ***do you have a decent microphone?*** No, the built-in microphone in your computer is not nearly high quality enough. Plantronics and Logitech are good brand choices with sound-reduction features. You'll notice mic choices that include a headset or that comes with a stand; some people prefer headsets so they can hear questions better but if you're doing all recorded webinars, then either style will work just fine. Also check your computer recommendations as some mics will have a USB connection and other computers work better with a regular plug-in variety microphone.
- Take your outline and expand your notes ***so you're clear about what you want to say.*** Jot down notes of stories or case studies to remember. Also jot down any book titles, authors, websites or other links that you'll mention.
- Some people prefer to write out a script for their webinars and leave nothing to chance. While this is one option, you'll need to practice your pitch and voice cadence so it doesn't sound like you're reading a script. That's a surefire way to put people to sleep. ***You want to sound conversational and knowledgeable but NOT boring.***
- Remember to be natural and to keep your energy up throughout the whole webinar. Even if you're onscreen for a short time at the beginning and the end, people will hear in your voice if you lose energy or if you're not excited about the topic. Also, ***smile while speaking.*** Silly as it sounds, smiling makes you ***sound more friendly and happy, which will help woo people.***



# Exercise: Plan out Q/A

Resource	Questions
FAQ from your site	1. 2. 3.
From Social media followers	1. 2. 3
From emails	1. 2. 3
From your list	1. 2. 3
Seeded questions you wish people would ask	1. 2. 3



# Now you are set to begin Marketing

I hope that this has been helpful in planning and creating your Evergreen Webinar.

Your next step is marketing your webinar. Marketing is another important factor in your success. Facebook Ads is one way to reach your target audience. Marketing your Evergreen Webinar is a topic that I am considering covering in a workshop in 2018.

Let me know if you would be interested in attending and I will send an invite.

Just click [here](#) and I will sure to let you know when it is scheduled. Since FB marketing is always changing, this will NOT be an Evergreen Webinar.

