



LifeWave **Success Library**

HOSTING A WEBINAR



At LifeWave, our aim is to help you build your business, and one tool that helps you to do this is conducting webinars. Webinars are a great way to...

- Stay in touch with your team
- Train new members
- Attract new prospects to the business

There are numerous benefits of hosting a webinar, and this e-book explores these benefits to help you develop your network and build the business of your dreams.

WHAT IS A WEBINAR?

A webinar is essentially a video presentation that encourages interaction between the host and the participants. Webinar = seminar + web, so it's really an educational seminar that takes place online. Often used as a sales communication channel, webinars give the host a platform to use their knowledge to educate others. An average webinar should take between 20-30 minutes so people are able to commit and it typically involves some level of interaction and engagement, typically through Q&A. While it depends on the material you are presenting and what is to be accomplished, a webinar shouldn't go on for more than an hour.

WEBINAR GOALS

The goal of most webinars is to call your audience to take an action—be it to sign up as a new member, purchase a new product, use a new business tool, or buy into a point of view. A webinar gives an audience food for thought to drive them to the next stage. It also encourages engagement and can drive a team's business building power by bringing like-minded people together to discuss the business.

Webinars are a powerful tool and should be used by any network marketer working to achieve their own personal business goals.



SETTING UP A WEBINAR

There are many webinar platforms that you can use—GoToWebinar, Zoom, Google Hangouts, EverWebinar and WebinarJam are just a few to choose from.

Each of these platforms will allow you to live stream webinars and send recordings to attendees once it's finished. The pricing varies between each platform, so check out a few of them and see what works for you.

- Whatever platform you choose, you will be able to schedule your webinar in advance.
- Create a shareable link that you can send to your attendees ahead of the webinar.
- Ask your attendees to register using the link you provide, and once registered, they will receive an email with the webinar confirmation details.
- Lots of platforms allow attendees to add the webinar details to their email calendars too.

WEBINAR SCHEDULING

Weekly New Member Webinar:

A webinar should be established each week for new members joining your team. Since this webinar will be the first webinar a new member attends, it needs to be simple and concise. The LifeWave Corporate 'New Member Introduction Presentation' should be presented during this webinar to introduce people to the company, the products and the opportunity. This PowerPoint can be downloaded from the LifeWave Success Library.

Weekly New Member Training Webinar:

A webinar should be established each week on the back office, placing orders and general product overviews. The aim of this webinar is to give your new team member the tools they need to kickstart their business.

Weekly Business Building Webinar:

A webinar that helps new members to kick-start their business should be set up every week. Tips should be given on approaching new prospects and using social media to build the business and also general network marketing tips and tricks should be given. In this webinar, the importance of three-way calls and in-house meetings should be mentioned, and a guide on using these tools should be presented.



PROMOTING YOUR WEBINAR

Create a list of tactics you're going to use to distribute information about the upcoming webinar. Below are just a few ideas you can choose from:

- Share on social media
- Create a social media advert/promoted post
- Create a one-minute 'teaser video' to describe what people will learn in the webinar and share it on social media
- Send an email to your contact list
- If you send a newsletter, add the registration link in it
- Mail flyers to your attendees
- Share on your website/blog
- Text your contact list

If you plan on hosting a series of webinars, mention the next webinar date at the end of your current webinar so attendees get to know the schedule.

PRE-WEBINAR TIPS

Choose an appropriate location

When streaming live videos, the last thing you want is for something distracting to happen that will take the attention away from what you are saying. Pick a quiet room in your house with plenty of light and make sure no one disturbs you. If possible, choose a room with a solid colour on the wall and avoid sitting anywhere where it is too untidy.

Organise your desktop

If you plan on sharing your computer screen during your webinar, make sure you have organised your desktop. Everyone on the webinar will be able to see your screen, so you don't want anything private or distracting to be viewable.

Use good quality equipment

Poor audio or distorted videos can affect the quality of your webinar. Ensure you've invested in a good webcam and a nice microphone before you host your first webinar.

Make eye contact with the camera

When looking into your camera, it appears to your audience that you are looking directly at them. Even though you may not be able to see them, it's human nature to want to look back at someone who is looking/speaking to you.



Speak slowly

When speaking, make sure you are calm, relaxed and well-spoken. You may be a little nervous, which sometimes causes people to speed up, but if you make a conscious decision to slow down, you will get your points out in a clear manner.

Start and finish on time

If you have advertised your webinar to take place at 6 pm, then make sure that it does. Your audience has planned to view the webinar during that time and starting late or going too long is frustrating for your audience.

GENERAL WEBINAR TIPS

Choose an enticing headline

You want people to register for your webinar and be excited to hear what you have to say. If you're running a product training webinar, don't just call it 'LifeWave X39™ Product Training,' instead, mix it up and create a more of a buzz by calling it 'Discover the secret to rapid healing'.

Host a monthly team catch-up

You need to stay in touch with your team on a regular basis. Building a strong team is the only way to succeed in network marketing and hosting a monthly webinar means that you get to inspire, educate and inform your team members no matter where they are in the world.



Virtual events

Webinars are a cost-effective way to host a meeting without the need to leave the comfort of your home. They allow the host to present the opportunity, all while leveraging their time and costs of doing a regular meeting in a hotel. This cost-effective method is perfect for those just starting out in the industry, who may not have the extra funds to host a meet-up.

Send a recording

Not everyone who has registered for your webinar will be able to attend. Sending an email after the webinar with the link of the recording is a great way to ensure your message is getting to everyone you want it to. You can also add your recording to your Facebook group or YouTube page, leaving the video there as a training resource for new and future members of your team.

Leave time for Q&A

Always leave 10–15 minutes at the end of your webinar to answer any questions your audience may have. People will be able to message you with questions on the webinar platform and you can share the answers with all the attendees. If someone has additional questions, you can always schedule a call with them at a later date to discuss further.

Call to Action

Always have an action that you want people to do after the webinar. Whether it is to buy a product, download an app or boost their business building, you want people to leave the webinar motivated to complete the task.



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