



NAMS

Novice to Advanced Marketing System

GET MORE PEOPLE ON YOUR WEBINARS

WORKBOOK



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Step 1: Research Your Audience

Action

Determine your ideal audience's preferred learning style.

Tasks

Look at your ideal audience attendees you may be in contact with:

- ☐ Subscribers
- ☐ Blog Readers
- ☐ Followers
- ☐ Group Members
- ☐ Social Media Contacts

What type of communication do they respond to the most?

- ☐ Videos
- ☐ Webinars
- ☐ Images
- ☐ Livestream
- ☐ Audio/Podcasts
- ☐ Blog Posts

Step 2: What's Your Goal?

Action

Determine if a webinar is the best platform to use for:

- Lead Generation
- Building your reputation and visibility
- Serving your ideal audience
- Promoting an offer

Tasks

A webinar is my best choice because:

The best use of my webinar is for:

Step 3: Research Your Topic

Action

What are the top hot topics in my niche?

Who is killing it in those topics?

What draws people to these topics?

Tasks

Brainstorm webinar topics:

Brainstorm webinar 'angles':

Brainstorm webinar titles:

Step 4: Successful Webinars in Your Niche

Action

Find and attend 3 top webinars in your niche.

Tasks

When you attend the webinars, take notes for the following:

Webinar 1

What was the goal of the webinar 1?

What did it teach?

Was there anything left out (such as the full-solution)?

Was the promise fulfilled by the end of the webinar?

What did you like the most about the presentation?

Club

What did you not like or felt like something was missing?

What elements of the landing page caught your attention?

Why was this webinar successful for you?

Could you afford the high-end offer it promoted?

What option or information was missing?

Webinar 2

What was the goal of the webinar 2?

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What did it teach?

Was there anything left out (such as the full-solution)?

Was the promise fulfilled by the end of the webinar?

What did you like the most about the presentation?

What did you not like or felt like something was missing?

What elements of the landing page caught your attention?

Why was this webinar successful for you?

Could you afford the high-end offer it promoted?

What option or information was missing?

Webinar 3

What was the goal of the webinar 3?

What did it teach?

Was there anything left out (such as the full-solution)?

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Was the promise fulfilled by the end of the webinar?

What did you like the most about the presentation?

What did you not like or felt like something was missing?

What elements of the landing page caught your attention?

Why was this webinar successful for you?

Could you afford the high-end offer it promoted?

What option or information was missing?

Step 5: Review Your Notes

Tasks

Can you provide a different or better solution? What?

Can your webinar enhance or improve on the webinars you have studied?
How?

Step 6: Incentive Gift

Action

Prepare to brainstorm a bonus gift or an incentive for your webinar registrants.

Tasks

What content or resources have you already created that you could tweak and customize for your webinar attendees?

What is the goal for your content? Does it tie into your webinar topic?

What could you add or create to enhance what the webinar taught them?

What would they be willing to pay for that you can provide as a gift or bonus for registering and attending?

Step 7: Promo Material

Action

Research webinar promo material from your favorite webinar creators.

Tasks

Create ideas from the promotional content you liked from the webinars.

Topics and approaches

Hooks

Media

Calls to Action (CTA)

Other

Step 8: Solo or Co-Host?

Action

Determine if you want to include a co-host or guest on your webinar.

Research for potential co-hosts or guests within your contacts you can reach out to and invite.

Create your template for who you will reach out to, how will you approach them, and your scripted invitation.

Be prepared to tell them what is in it for them?

How will they benefit for joining you?