

# GPS Business Academy 90 DAY QuickStart Program



gpsbusinessacademy.com

with Jennifer Hoffman

## **BONUS Webinar Training**

In the BONUS Webinar Training I am going to take you through the entire process of creating a webinar, from selecting a platform to the day of presentation.

First, the date and time of your webinar

1. Choose your platform – select the service you will use, some low cost options are

### **Audio options**

Freeconferencecall.com  
Instantteleseminar.com

### **Video options**

Freeconferencecall.com  
Zoom.us

### **Audio & Video Options**

Freeconferencecall.com  
Gotomeeting.com

2. The purpose of your webinar

Education only  
Promote a product, class or program

3. The title of your webinar – create a title that will describe what you are teaching

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4. Content points – the 3 to 5 points you are teaching about. Webinars are most effective when they follow a problem – solution – transformation

First, identify the problem – solution – transformation

The problem you will identify for the audience (what is bothering them)

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The solution or result they can obtain (what outcome do they want)

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How the transformation is achieved (how you can help them achieve that outcome)

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Sales pitch (final 15 minutes)

Outline the problem your program, product, or service solves, the outcome they can expect, what you will deliver (audios, videos, .pdf files, events), and the cost. Tell them where they can sign up (website address)

6. Create your worksheet – gives audience a focus, keeps them on target and you can put links to your sales page.

7. Create a sales page for your webinar that has:

- The title of the webinar
- The time and date
- Highlights you will be discussing
- A signup box for them to signup

You will get the signup box code from your newsletter service (mailchimp, aweber, constant contact, etc.) and create a 2 or 3 email autoresponder

First autoresponder has call details

Second autoresponder asks a question or gives them something to work on prior to the call & gives call details

Send emails 24 hours before, 6 hours before, and 1 hour before your webinar.

8. Get an audience – share the link to your sales page on your social media sites, email your list, you must promote the webinar for at least 3 days prior to the broadcast date.

9. Date of broadcast

Dial in early (or sign in if using video)

Start the webinar and the recording

Introduce the webinar title and talking points

Give a short history of yourself (2 to 3 minutes) and be sure to include your expertise on the topic you are presenting

Give the webinar – talk slowly and clearly

Ask for questions at the end, answer them or if none, end the webinar.

Remember to thank your audience.

Make a recording available (you may not want to offer a download, just a replay)

Be sure to download the recording for your files

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HINT: Do not mention the date on your webinar so you can re-use it for other webinars and launches

Download or reply or both? I suggest replay & no download, especially if you want to use the recording again.

Remember to send questions to [support@enlighteninglife.com](mailto:support@enlighteninglife.com)

I am here to support your business success!

Jennifer Hoffman

Founder, GPS Business Academy, your Expert Source for Business Advice, Resources & Training  
Gpsbusinessacademy.com

Founder Enlighteninglife.com, your Expert Source for Life Transformation & training to have a 'rich, happy & successful' life  
Enlighteninglife.com