WEBINAR PLAYBOOK: STARTUP SELLING

WEBINAR INVITATION EMAIL # 1

☐ Send Day - 14

Subject: Can you join ___INSERT WEBINAR TITLE___

As we talk to customers and executives just like across the ___INSERT INDUSTRY___, we're hearing time and time again that companies are searching for new ideas about ___INSERT PROBLEM___

I sat with the team here at ___COMPANY NAME___, and we've identified what we see as the top   *"...five challenges with driving online customer engagement..."*

"... four regulatory statues that should and can be changed..."

"... five ideas for improving your ROI on enterprise software purchases..."

This is live webinar ___INSERT REGISTRATION LINK___ in which I'll be presenting these ___IDEAS/CHALLENGES/etc.___ PLUS giving you three specific solutions that you can implement right away at your business.

Even better, we'll be taking your questions before and during the webinar to make sure we're covering this topic from many perspectives.

One more thing...

This is NOT a sales pitch shrouded as content. You know the kind - you sit for 45 minutes listening to 40 minutes of pitch and five minutes of bad ideas. But hey, if you want to talk to us afterwards, that works for us... :-)

This is the real deal. You absolutely won't want to miss it.

Click here to register now ___INSERT REGISTRATION LINK___ and get this live event in your calendar today.

Sound good ?

___Your Name___

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WEBINAR INVITATION EMAIL # 2

☐ Send Day - 14

☐ Be sure to pull out contacts that have registered as a courtesy to them

Subject: "just a week to go - thoughts?"

Just a friendly check in... We're a week to go before WEBINAR TITLE & REGISTRATION LINK
and this one is coming together better than any webinar we've done before.

Even if you can't attend, be sure to register you can access the recording.

That's it... just a quick a friendly reminder. I now return you to your regularly scheduled
program. :-)

And here's that registration link on more time INSERT REGISTRATION LINK

Interested?

Your Name

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WEBINAR INVITATION EMAIL # 3

☐ Send Day - 3

☐ Be sure to pull out contacts that have registered as a courtesy to them

Subject: "Last reminder. I promise. 100% "

The thing is... you haven't registered for INSERT WEBINAR TITLE & REGISTRATION LINK
yet and we were really, really hoping you could make it.

It's gonna be good. Really good.

Oh yeah. Almost forgot: REGISTER HERE INSERT REGISTRATION LINK

What do you think ? Can you squeeze us in ?

Your Name

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PRE-WEBINAR ENGAGEMENT CHECKLIST

Day - 14

- [ ] Send invitation email using MailChimp (or similar email marketing software)

Day - 7

- [ ] Send invitation email to list - pull out contacts that have registered as a courtesy.

Day - 5

- [ ] Download registration list
- [ ] Find registrants on LinkedIn
- [ ] Send a personal message on LinkedIn (Do NOT connect with the person)
- [ ] Email pre-event survey (3-4 questions)

Day - 3

- [ ] Send invitation email to list - pull out contacts that have registered as a courtesy.

Day - 2

- [ ] Find new registrants on LinkedIn
- [ ] Send a personal message on LinkedIn (Do NOT connect with the person)
- [ ] Email pre-event survey (3-4 questions)

Day - 1

- [ ] Find new registrants on LinkedIn
- [ ] Send a personal message on LinkedIn (Do NOT connect with the person)
- [ ] Email pre-event survey (3-4 questions)
- [ ] Review pre-event survey results to make minor adjustments webinar content
- [ ] Prepare list of audience questions from survey to use during the webinar

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SLIDE DECK CHECKLIST

- ☐ Slide 1:Welcome slide for attendees to see as they log in.
- ☐ Slide 1: Introduction slide. State the topic/problem.
- ☐ Slide 3: Idea #1
- ☐ Slide 4: Idea #2
- ☐ Slide 5: Idea #3
- ☐ Slide 6: Idea #4
- ☐ Slide 7: Idea #5
- ☐ Slide 8: Solution #1
- ☐ Slide 9: Solution #2
- ☐ Slide 10: Solution #3
- ☐ Slide 11: Summary
- ☐ Slide 12: Call to action

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GO LIVE CHECKLIST

Final Prep:

- [ ] Intro script written and rehearsed
- [ ] Moderator/MC rehearsed & ready to go.
- [ ] Landing Page for special offer posted and tested
- [ ] Bottled water with cap within reach, and away from your computer.

Electronics:

- [ ] Close all applications on your computer.
- [ ] Turn off all notifications on your computer.
- [ ] Turn mobile phone ringer to off.
- [ ] Open up communication channel with your Moderator via mobile phone text application.

Event Launch:

- [ ] Start Broadcast five (5) minutes before start time
- [ ] Launch Webinar software
- [ ] Show introductory slide showing
- [ ] Screen sharing ON
- [ ] Participants MUTED
- [ ] Sound check - "Enter name, city & weather where you are"
- [ ] Start ON TIME

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MODERATOR INTRODUCTION CHECKLIST & SCRIPT

Five (5) minutes before start time:

☐ Moderator/MC to launch webinar five (5) minutes before start time

Three (3) minutes before start time:

☐ "Thank you everyone for joining. We'll be starting in three minutes. If you need to refill your water or coffee, now's the time to do it!"

Two (2) minutes before start time:

☐ "Thanks everyone. You should see the welcome slide on your screen. If you're not seeing it, let me know by typing a quick note into the chat area.

"Now that you're logged on, could you help me with a quick sound check? In the chat section, just type in your name, city & tell us how about the weather where you are."

One (1) minute before start time.

☐ "Awesome! Seeing everyone logging in now. We'll be starting in exactly one minute.

"If you're just joining, could you help us out with a quick sound check? In the chat section, just type in your name, city & tell us how about the weather where you are."

At start time:

☐ Turn RECORDING ON

☐ Count ONE ONE THOUSAND, TWO ONE THOUSAND, THREE ONE THOUSAND

☐ "Welcome and good morning/afternoon everyone! My name is
   and I'll be your moderator, MC, and personal concierge for today's webinar.

Three (3) quick requests before we begin:

1. If you have questions along the way, just type them into the "Questions" panel. I'll be collecting so we can answer as many as possible in the time we have together today.

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MODERATOR INTRODUCTION CHECKLIST & SCRIPT

2. If you need anything or have any technical issues, just send me a chat here in the webinar OR text me at (415) 555-1212 so I can help you out right away.
3. Most importantly, I know most of you are at your desk in your offices. So what I'd like you to do is go to your email application - Gmail, Outlook, whatever - and CLOSE it!:-) We'll be going through some great stuff today - and you don't want to miss it!

"Alright, ready to get started? Awesome! It is my absolute pleasure to introduce ___PRESENTER NAME___, the ___TITLE___ OF ___COMPANY NAME___. ___COMPANY NAME___ are experts in the area of .... [i.e. data visualization / customer engagement / etc] in the ___XYZ___ industry.

"So let's get to it. Over to you ___PRESENTER___ ..."

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PRESENTER INTRODUCTION & SCRIPT

"Great! Thank you everyone. Let's get to it, shall we?

"Real quick - can everyone hear me? Just a quick YES in the Chat area if you don't mind. No sense starting if you can't hear what I'm saying!

"Great! Thanks for that."

SHOW THE FIRST SLIDE - PROBLEM STATEMENT

"Why this topic? As we talk to customers and executives across the industry, we're hearing time and time again that....

"That signaled to us that this is an area that needs some attention and structured thinking around it. As I sat with the team here, we've identified what we think are the top...

"...five challenges with driving online customer engagement..."
"... four regulatory statues that should and can be changed..."
"... five ideas for improving your ROI on enterprise software purchases..."

"At the end of the presentation, I do want to quickly share with you a program we're rolling out for new customers. I promise - no selling here. We know that there are always a few people on these webinars that want to learn more or take some action right away, so I'll show you how you can do that. Would that be okay?"

"Also, we'll show you how to get a copy of the slides and this recording and a copy of our white paper that dives into this topic in even more detail.

[From here, begin the rest of the presentation, going slide by slide for the next 15-20 minutes.]

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PRESENTER WRAP-UP AND Q&A SESSION

[SHOW THE SUMMARY SLIDE]

"Those are the [i.e. top five (5) challenges we're seeing in the home health care market, and three (3) ways companies can address these challengers today.]

"We have time for a few questions so let's get to those."

Moderator: "Our first question is from _____ in _____.
INSERT QUESTION   "
_____

Presenter: Answer question in one minutes or less.

Moderator: "Our next question is from _____ in _____.
INSERT QUESTION   "
_____

Presenter: Answer question in one minutes or less.

Moderator: "Our next question is from _____ in _____.
INSERT QUESTION   "
_____

Presenter: Answer question in one minutes or less.

Moderator: "Okay we have time for one more... This one is from _____ in _____.
INSERT QUESTION   "
_____

Presenter: Answer question in one minutes or less.

Moderator: "I know there are a few questions we didn't get to. I'll collect those and email answers to you directly."

Presenter: "Two important topics as we wrap up:

PRESENTER INTRODUCTION & SCRIPT

"First, I mentioned that we're rolling out a new program here at ABC Company. We're offering a special pilot program offering in March. We can only do this for three companies because of the time our team will be spending with you to help you get the most out of our product to solve your immediate business challenges.

"If you're interested, right now, open up another window in your web browser and go to www.landingpage.com. All the information is there on how to more info on this. Or you can email me directly at name@company.com and I'll get you what you need.

"Again, we're only going to support three pilots this month because we'll be tied to the hip, in a good way, to make sure you're super successful. You don't have to commit to the pilot now, just let us know if you're interested and we can spend a few minutes on the phone to discuss what's involved.

"Second, I promised to show you how you can get your own copy of the slides and white paper. To do that, you can just type "YES PLEASE" into the chat area and we'll get those out to you in the next two days. That's it."

Moderator: "Thank you _____PRESENTER_____. That was really great. Thank you everyone for joining. Again, if you're interested in learning more about the limited pilot program, head over to www.landingpage.com or send an email to _____PRESENTER_____ at name@company.com.

"That's a wrap! Thank you and have a spectacular rest of the day!"

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POST-WEBINAR CHECKLIST

Closing:

- ☐ After final thank you, count ONE ONE THOUSAND, TWO ONE THOUSAND, THREE ONE THOUSAND
- ☐ Recording OFF
- ☐ Turn screen-sharing OFF
- ☐ Look through Chat and Questions panel for any outstanding questions.
- ☐ Record all questions manually as a back up in case webinar software does not provide it to you.
- ☐ Wait for all participants to exit, or wait five (5) minutes before ending webinar.

Recording & Slides:

- ☐ Convert recording immediately and save to hard drive.
- ☐ Upload recording as "Unlisted" to your YouTube account as a back up
- ☐ Post recording to www.landingpage.com.
- ☐ Post slides for download to www.landingpage.com.

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POST-WEBINAR ENGAGEMENT CHECKLIST

Day + 1

- [ ] Download attendee list from webinar software application.
- [ ] Send personal email to every participant to ask: 1) What was most useful? 2) What questions/topics would they like to see next?
- [ ] Email participants link to www.landingpage.com to access slides & recording.

Day + 2

- [ ] Send personalized LinkedIn connection request.
- [ ] Add to drip email list.

Day + 3

- [ ] Phone call follow up to participants to schedule a discovery call.
- [ ] Send email with subject "Per my voicemail" to schedule discovery call.

Day + 7

- [ ] Send external resource, article, valuable item.
- [ ] Follow up with Day +3 phone call with email if no response.

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