

Webinar Ideas

S1: Have you ever had the trouble with coming up with contents? You've racked your brain and still it's not enough? In this module, we'll be discussing how to make an effective and impactful presentation. To do this, you will need a solid and attractive idea. How do you come up with the perfect topic and present it effectively? Well, there are a few aspects that you need to look at before you begin writing your webinar outlines.

The Topic

- Find a topic, dissect it
 - What is your presentation about?
- Next: Understand the audience
 - To do this, there are a few questions to answer

S2: First of all, find a general idea of a topic that you are well versed in. It can be anything from 'advertising' to 'affiliate'. You are going to talk about it to a number of people, so of course you would need to have a deep understanding on it. It's best that you strengthen your grip on the subject.

After that, dissect the topic. Find different angles to the topic. You will need to be specific in your presentation for it to have an impact and sensible. For example, if you are well versed in Facebook advertising, your presentation can be about how to

make an impactful Facebook advertisement. Finding an angle will take a bit of research that involves understanding the audience.

Understanding the audience and knowing what they want will make your webinar more appealing to them. This might sound difficult but in actuality it is quite straightforward. All you need to is to answer the following questions. Then, you can narrow and refine your webinar topic.

Question #1

- Who is the presentation for?
- How do they relate to your topic?

S3: The first set of questions is all about who the target audience is. Ask yourself who is the presentation for, and how they relate to the topic. For example, if your webinar is about winning affiliates contests, who would be interested? It would be affiliates, of course. If you plan on doing a webinar about selling ebooks, your prospects would be independent online writers and publishers.

To know who is the presentation for is to know who would relate to the topic. How do they relate to the topic? This relatability is the selling point of your webinar. It is what attracts the target audience to the webinar. It will be a strong point in making your webinar stand out to them, however, it is still not enough to turn them from a target to an attendee. You will still need to give them a stronger reason for them to join your webinar. As mentioned, the key to it is specificity. So, you will need to know a bit more than just who your audience is and how they relate to it.

Question #2

- What are their aspirations?
- What do they desire?

S4: The second question to ask is what are their aspirations? What do they want? You now know who they are and how they can relate to your topic, it's time to find what is their true desire. If they are facing problems that have been plaguing their minds, what are they? To find this out, you'd have to put yourself in their shoes.

What people usually desire is financial freedom. The most common problem that people have is that they are bound by financial commitments that they cannot really deliver. People go after fast and efficient ways to make money. It would be great if your webinar can provide a solution to that particular problem as it's proven to be very popular.

Of course, you are free to do a webinar on whatever topic you want and you are well versed in. As long as you know what are your audience's aspirations and desires, you will have a stronger presentation.

Question #3

- What do they want to know?
 - If your presentation is about Facebook advertising, your webinar should answer pertinent questions

S5: Now that you know what they *want*, you have to know what they want *to know*. For example, if your webinar is targeted for online marketers, and your webinar is about generating leads, your audience would want to know how to do that.

This might seem like a simple question to address but it's also the most important one because the contents of your webinar should stem and revolve around this answer. Your presentation should answer all the questions that the audience will want answered. This is the true and strongest selling point of your webinar. Your presentation should answer pertinent questions asked by your target audience.

Remember, the answer to this question is the answer to the audience's questions. Hence, this should be the root for your presentation contents.

Question #4

- Can they do it?
- How difficult is it?

S6: The next question is, is the lesson you're offering learnable and implementable? In other words, can they do it? The people who want to learn what you are going to teach need assurance that they, too, can do it. If they learn the how-to, they want to know if they can pull it off.

A webinar that sells is a webinar that offers solutions to problems and the lesson they're offering can be understood and mastered by everyone. It's best if you can offer a webinar that promises the people the method you're going to teach is easy, doesn't require much investments in terms of energy, time, and money.

Also, make sure that your presentation is as simple as possible. A good communicator should be able to simplify complicated things.

Question #5

- Where can they be found?
 - Facebook groups
 - Twitter
 - Forums

S7: The last question would be in the marketing side of your webinar. Now that you've taken care of your presentation ideas for contents, it's time to find the prospects. This is the marketing side of things and it involves a bit of research. You'll have to find out where your target audience can be found. You'll have to do a bit of exploring on social medias such as Facebook, Twitter, and various forums.

The best place to look for your target audience on Facebook is at the Facebook groups. There you can easily find them.

Also, in message boards, you'll be able to find the answer to the questions that we discussed in this module. In their discussions, you can see what it is that they want to know and their concerns. Studying the discussions of your target audience will really help you in forming a great presentation.

Consolidating Your Presentation

- Thinking from audience's POV
 - This is how you make the presentation more about them instead of about you

S8: In conclusion, the most important thing in making an attractive and impactful presentation, you'll have to understand the target audience. From what we've discussed in this module, I hope you can see how the audience is what a presentation revolves around. And as you've also learned, coming up with a firm and great content is not as difficult as it sounds.

Consolidating your presentation is all about having an idea and understanding your audience.