How to Make Your Webinars Evergreen and Automated

S1: In this module, I will teach you the secrets in how to make your webinars evergreen and automated. When you are getting longer time in the webinar business, recording live for every single one of your webinars can be tiring.

For example, if your target audience is the European audience but you are living in Asia, recording live every time in the midnight to cater to their time is not a good idea for a long-term solution. This is why you need make your webinars evergreen and automated.

Flexible Time Zone

- Conduct your webinar according to the time zone of your target audience

- Provide local viewing time for the audience

S2: Regardless of what kind of webinar software you use, they provide flexible time zone. It is easier to conduct your webinar according to the time zone of your target audience. Schedule your webinars accordingly, and you are good to go.

Another great feature for the audience is the software provides local viewing time. It is proven that conversion rate for the webinar is higher with local viewing time displayed for them.

Split Test Available

- Test the opening

- Test the closing (prices and selling techniques)

- The length (1 hour or 1 hour 15mins)

S3: It is important to do split test for your webinars as well, it is very common with the split test service comes with the webinar software. Test things out, learn your mistakes, and improve it for the next time.

The element you need to test is the opening. First impression is really important in the seminar or webinar business, get ready and show your best at the moment you show up on the screen.

The next element will be the closing. The closing is usually important because that is where you start the call to action to close a deal. You will need to test the different prices of your product and the selling techniques you use. For example, would a 297-dollars sell better than a 397-dollar product?

Last thing to test is the length. You need to know exactly how long the audience will stay with you throughout the webinar. Record a few times with different opening, closing and length to do the test, choose the best with highest conversion rate.

Use Your Preferred AutoResponder

- Link to your own account

- Recommended: Aweber or GetResponse

S4: You get to use your preferred AutoResponder that you can link to your own account. It saves time and work for you.

The recommended AutoResponder is Aweber or GetResponse.

Rapid Customer Support

- Amazing customer support provided

- Makes your work easier

S5: You will fall in love with the amazing customer support provided by the webinar software, you don't need to attend to the technical problems yourself, the customer support do it all for you.

Makes your work easier and save your time to refine your webinar.

How Often You Should Make A Replay?

- Recommended **2-3 times a week** and **1-2 times a day**

- Example: **Tuesday**, **Thursday** and **Friday**, **9am-11am** and/or **8pm-10pm**

S6: You might be wondering how often you should make a replay, since it is very convenient for you to record a webinar with the software. The recommended time for you is 2 to 3 times a week and 1 to 2 times a day.

For example, schedule your webinars on Tuesday, Thursday and Friday, with the time 9AM to 11AM and, or 8PM to 10PM.

If you make your webinars on every day, it would throw the audience off. Follow the recommended time to cater to a time when most people are available. Just because it is automated, doesn't mean you can abuse this advantage. The audience would not appreciate it.

Automated Webinar Tips

- Keep it natural

- Interact with audience

- Encourage audience to enter to the chat box

- Conduct and record at least 3 or more live webinar presentations before choosing the best video replay

S7: Here are some tips for when you are recording the automated webinars. Keep it natural.I know it is awkward to speak to no one in front of the webcam, alone. But make it as natural as possible as if you are really talking to someone. You don't want people to know that the webinar is actually automated.

Keep in mind to interact with audience, for the same reason. You can pretend there's someone interacting in the chat box with you, you can encourage the audience to participate in the chat box as well.The automation of the chat box will be taken care of by the software.

To show the best webinar to your audience, it is best for you to conduct and record at least 3 or more live webinar presentations beforehand. This way, you can improve your webinars from time to time.

Recommended Software

- EvergreenBusinessSystem.com

- WebinarFusion.com

- StealthSeminar.com

S8: Here are the 3 most recommended software:

EvergreenBusinessSystem.com, WebinarFusion.com and StealthSeminar.com