

## Bonus Handout

# Create Your Own Unconference: Grow Your Business, Expand Your Market Reach and Make Money with Webinars



A webinar Presented by  
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Certified Speaking Professional

**Ruby** speaks  
www.RubySpeaks.com  
www.GuestRelationsTraining.com

## Ruby's Webinar Tips

### Setting up a Webinar Registration

- Log in to [www.GoToWebinar.com](http://www.GoToWebinar.com)
- In the left navigation menu, click Schedule a Webinar.
- Follow the 3-step scheduling process
- Be sure to save frequently on each page as you enter the information so you do not lose what you have entered.
- Include the following information in the description:
  - A compelling title
  - A benefit statement
  - A bio that shows credibility for the presenter
  - Date, Day and starting and ending time with time zones. (hint make it an odd time and NOT at the top of the hour when everyone else runs their webinar.)
- Choose a start time that is NOT at the top of the hour
- Spell out all the details for them in the reminders:
  - Repeat the time zone specific times:
    - Eastern Time Zone – 1:17pm-2:17pm EDT
    - Central Time Zone – 12:17pm-1:17pm CDT
    - Mountain Time Zone –11:17am-12:17pm MDT
    - Pacific Time Zone – 10:17am-11:17am PDT
  - Give them tools to make it easy:
    - USA – <http://www.time.gov>
    - International - <http://www.timeanddate.com/worldclock/>

Please send your questions, comments and feedback to:  
[info@rubyspeaks.com](mailto:info@rubyspeaks.com) or call Ruby's office at 303.933.9291  
GoToWebinar Tech Support can be reached at: 800-263-6317

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## Ruby's Webinar Tips

### Creating a PowerPoint for your Webinar

- ❑ Keep slides simple because any fancy bells and whistles just make it appear jerky and delayed on the screen.
  - ❑ Do not include moving graphics.
  - ❑ Do not use transitions between slides.
  - ❑ Do not "build" the bullet points on any of the slides. (Have all words appear at once.)
- ❑ Include your copyright, full name and web site on every slide.
- ❑ Put slide numbers on the slides in case you want to go back to a particular slide. (This helps you remember what slide you were on before you move to another slide.)
- ❑ After you have created your presentation, insert you poll questions to keep it interactive.
- ❑ Create your exit survey and take a picture of it so you can have a slide with a picture of the survey towards the end of your presentation. This helps them have something to look at as you describe what to expect.
- ❑ Put a blank slide at the end of your presentation so it does not end on the "End of Presentation" black slide that is the default last slide in PowerPoint.
- ❑ Create a cheat sheet with just your slide numbers and a one or two word description of what is on that slide so you can jump around in the PowerPoint presentation. On your keyboard, hit the slide number and "Enter" and PowerPoint will move to that slide.

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## Ruby's Webinar Tips

### Setting up Polls & Exit Surveys

- ❑ Space your poll questions every 10-15 minutes throughout your webinar to maintain interactivity.
- ❑ Create the slide for the poll question first and then just copy paste the specific words from PowerPoint into the poll entry section on GoToWebinar. This makes sure everything is spelled correctly and the questions match your slide. (Don't worry if the words won't all fit on your poll entry – either adjust the wording on the slide OR put the full verbiage on the slide and a shortened version on the poll for each question.)
- ❑ Remember that you will receive the answers to the polls and exit surveys in your report and each answer will be tied to a specific participant, so create these strategically so you can glean as much information as possible about each participant.
- ❑ Use a mixture of Single Answer and Multiple Answer Polls.
- ❑ Prepare an exit survey that asks strategic questions. As you preview the finished survey, take a screen shot of the Exit Survey so you can show it on a slide near the end of your webinar.
- ❑ Set the Exit Survey to open immediately following the webinar. This gets better response than the follow up email survey IF you explain the process to the participants near the end of your webinar. (see slide 8 for further instruction on this)

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## Ruby's Webinar Tips

### Before the Webinar Starts

- ❑ Print a list of attendees with their name and organization so you have it for reference during the webinar.
- ❑ Give the Webinar ID to anyone who may be manning the phones in your office. If someone is having trouble logging into the webinar, tell them to go to [www.JoinWebinar.com](http://www.JoinWebinar.com) and enter the webinar ID number. This is the simplest way to connect.
- ❑ Post a bright colored sign on your outside door that says something like this: *We will be doing a recording session 10:30am-12:30pm today. Please DO NOT ring the doorbell or knock on the door. If you need our attention, step away from the door and call 303.933.9291. Thanks, Ruby*
- ❑ Print a copy of your slides showing the slide number for easy reference. (I prefer the 6 slides to a page format so I can still read what is on the slide. I note my time on my handouts as I go through the webinar to make adjustments for future presentations.)
- ❑ Have GoToWebinar.com support number handy – 800-263-6317
- ❑ Move cell phone away from desk and out of room where you are presenting.
- ❑ Turn off or unplug other phones that may ring while you are on the webinar.
- ❑ Close out of all programs except Internet Explorer.
- ❑ Before signing on to the webinar, plug in your headset to your computer.
- ❑ Sign on at least 15 minutes early so participants can get in and feel confident about their connection.

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## Ruby's Webinar Tips

### Beginning the Webinar

- ❑ Click Log In at [www.GoToWebinar.com](http://www.GoToWebinar.com), enter your account information and click Login
- ❑ Once in the webinar, Right click on any presenter that you want to make an organizer.
- ❑ Greet each participant as they enter, saying their name. (They love this personal attention)
- ❑ Point out that the white arrow on the red background opens and closes the dashboard. It must be open to see the Questions panel.
- ❑ Ask participants to send you a comment in the Questions Pane and tell you if they can hear you ok. (This shows them how to use this feature AND offers feedback on volume.) Remind them this is the best way to submit questions for the presenter during the webinar.
- ❑ Tell participants at the beginning that there will be a survey for them to complete at the end and there will be special bonuses for those who complete the survey.
- ❑ If you plan to make a special offer at the end of the webinar, tease them that there will be an exciting announcement at the end of the webinar to entice them to stay through the end.

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## Ruby's Webinar Tips

### Beginning the Recording

- ❑ At the time the webinar is suppose to start, tell participants you will not hear anything for a few seconds as you start the recording.
- ❑ Click the "Start recording" button and count to 5 to yourself before you start speaking. This allows the recording to begin with a clean start.
- ❑ Your first words will be the first words on the recording so start out upbeat and welcome them using the specific name of the webinar.
- ❑ Recommended Technical Requirements for best recording:
  - ❑ Windows Media Player Version 9.0 or newer.
  - ❑ Minimum Super VGA (800 x 600) or better
  - ❑ Fast Internet Connection (384 kbps or more recommended)
  - ❑ 1.0 GB of hard drive disk space
  - ❑ 1024 x 764 or higher screen resolution

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## Ruby's Webinar Tips

### During the Webinar

- ❑ Watch "Audience View" Pane to make sure the correct slide is showing on their computer before you start talking about that slide. There is sometimes a 2-3 second delay in the time you advance the slide and the time participants see it.
- ❑ If you take a break or need to talk to someone in your office while the webinar is in progress, you may mute audio in session by clicking on the green microphone at the bottom of the dashboard side bar. Click on it a second time to unmute.
- ❑ Have a slide about ¾ the way through your presentation that reminds you to ask for questions. Say we have time for 3 questions (or whatever you have time for) and then ask your moderator to share the questions that have come in on the Questions Pane that would pertain to all participants.
- ❑ Show a screen shot of the Exit Survey preview panel on a slide in PowerPoint. While showing the Exit Survey slide, explain that when participants close out of the webinar, another window will open up to allow you to complete the survey. This will not come up until they close out of the webinar by clicking the red x in the upper right corner. Ask them to be patient, it may take a few seconds.
- ❑ You may want to offer them a bonus document as an incentive to complete the survey. You will have to manually send it to each person who completes the survey. You can pull the emails from the report you get so it isn't that difficult.

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## Ruby's Webinar Tips

### Opening a Poll during the Webinar

- ❑ When opening the polls for your audience, read the specific questions from your slide as it is almost impossible to read the polls from the poll screen on the presenters monitor (It shows up nicely for participants though).
- ❑ When it gets time to do a poll:
  - ❑ Show your slide with the poll question
  - ❑ Open up the Poll Dashboard pane
  - ❑ Choose the poll question you want from the drop down arrow
  - ❑ Choose "Launch poll"
    - ❑ The poll will pop up on their screen but not yours, so you can see it in the Audience View pane
  - ❑ Read each statement on the poll while participants are making their choices
  - ❑ Watch to see what percent of the attendees have voted and when it gets close to 80%, say "The Poll will close in 5 seconds. 5, 4, 3, 2, 1." Then choose Close.
  - ❑ If you want participants to see the results, choose Share.
  - ❑ After they have viewed the results, choose Hide so you can continue with your PowerPoint slides.

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## Ruby's Webinar Tips

### After the Webinar

- ❑ At the end of the webinar, click the "Stop Recording" Button. Your webinar will automatically start saving to your hard drive into the folder that you designated during the GoToWebinar Sign Up phase.
  - ❑ To check what folder your recording will go to on your hard drive, click on *Settings* to the right of the Start/Stop Recording Button on your Dashboard pane in GoToWebinar. At the bottom it will list the folder where the recording will be saved. You can also change the folder from this window.)
- ❑ If your webinar is 60 minutes, it may take up to 60 minutes to save the recording to your folder so be patient. Sometimes you see the box in the background as it is saving and sometimes you don't.
- ❑ Remember to retrieve and save an attendance report after the webinar. Use their registration details, poll answers, questions and exit survey comments to customize the follow-up.

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## Ruby's Webinar Tips

### Advanced Webinar Options

- ❑ I use the two monitors on my desktop computer to put the PowerPoint slides on one monitor and view 3 things on my spare monitor:
  1. I Open my GoToWebinar dashboard on my second monitor so it does not cover any of my slides
  2. I unlock the Questions Pane from the dashboard.
    - click the small box to the left of the X box in the Questions pane and it makes the questions pane a separate pane which you can enlarge. This makes it easier to access, read, monitor and respond to questions during the webinar.
  3. I open my Instant Message box so my assistant and I can interact with each other without the IM sound notification going off.
    - I mute my computer so no one can hear my IM messages from my assistant. Check this to make sure this feature does not also mute your headset.
- ❑ I also set up my laptop on my desk and sign on as a participant so that I can see exactly what my participants are seeing at the same time they are seeing it. (I know this is a feature of the "Audience View" pane but I find the timing much more accurate on my laptop and it is easier for me to see.)

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## Ruby's Webinar Tips

### Optional Advanced Recording Options

To easily manipulate the recording and edit it after the webinar, I use Camtasia software on my laptop to record the webinar as it is playing. Here are few hints on making that work successfully – (These tips are from my friend Stephen Beck of <http://www.WildlyWealthyWebinars.com>) Check out his great resources!

Step 1: Login into your webinar host as the organizer and start your webinar

Step 2: Using a SECOND computer, log in as an attendee to your own webinar

- ❑ The second computer needs to have screen capture software such as Camtasia so that you can capture your webinar that is now showing on the screen. Screen capture software will capture all of the video and audio from your webinar – and allow you to turn it into whatever file type you need.

Step 3: On your second computer that is recording your webinar, set your screen parameters and audio settings and hit "record."

- ❑ Make sure you set your audio to record "inline" and use a 1/8 to 1/8 audio jack to "trick" the computer into recording only the webinar and not your voice when presenting on the other computer. Otherwise you would have to put the recording computer in another room that is completely quiet!
- ❑ But if you plug one end of the 1/8" cable into the microphone jack and the other end of the same 1/8" cable into the headphone jack, you can set the recording computer right next to you and even see in real time what your attendees are seeing. This helps with lag problems and is a great safety check when presenting live.

Step 4: When finished recording, render the file either to burn to a CD or for uploading to the Internet.

- ❑ You can also spice up your recording by adding music on the front end and back end. Make sure to use royalty-free so you don't break any copyright laws. You can also add a "call to action" on the web page that has your webinar replay. This way, they don't have far to go when they watch your replay and want to buy!

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