



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



A webinar Presented by  
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www.RubySpeaks.com  
www.GuestRelationsTraining.com

**1. Clearly define your \_\_\_\_\_ for the webinar.**

**2. Have a compelling \_\_\_\_\_ and topic.**

- Have them say I want in when they read it
  - A good title - 7 ways to make your articles great
  - A great title - Article writing - 7 ways to write great articles
- Make your title search engine friendly - Include keywords in your subheadings
- What are people looking for? - What are people typing into Google to find this topic?
- What are the things that keep my niche up late at night?
- Remember readers are asking - what is in it for me?
- Numbers are better than the words...use 7 instead of Seven

Adapted from Jeff Herring's teachings in Article Writing.  
<http://FromTheDeskofJeffHerring.com>

**3. Make it \_\_\_\_\_ and convenient to register.**



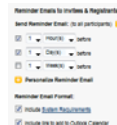
Field:	Required?	Field:	Required?
First Name	<input type="checkbox"/>	Phone	<input checked="" type="checkbox"/>
Last Name	<input type="checkbox"/>	Industry	<input type="checkbox"/>
Email Address	<input type="checkbox"/>	Organization	<input type="checkbox"/>
Address	<input type="checkbox"/>	Job Title	<input type="checkbox"/>
City	<input type="checkbox"/>	Purchasing Time Frame	<input type="checkbox"/>
State/Province	<input type="checkbox"/>	Role in Purchase Process	<input type="checkbox"/>
Zip/Postal Code	<input type="checkbox"/>	No. of Employees	<input type="checkbox"/>
Country	<input type="checkbox"/>	Questions & Comments	<input checked="" type="checkbox"/>

[Cancel All](#) | [Clear All](#)

4. Use a variety of \_\_\_\_\_ to get the word out.

5. Reminder Emails eliminate \_\_\_\_\_.

- Spell it out 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



6. \_\_\_\_\_ the event to maximize the time allotted and gain credible exposure.

7. Make a time-sensitive, \_\_\_\_\_ offer.

- Establish credibility by mentioning what you do 8 times without ever "selling them"
  - Bio in Webinar marketing material
  - Introduction at the beginning of the webinar
  - Handout if it is offered – list experience and clients
  - Stories
    - "The other day I facilitated..."
    - "For the US Open training, we included pictures of the staff..."
    - "At a customer service training..."
    - "Sometimes I go early and do secret shopping..."
    - "When I trained the Guest Relations Staff for the Olympics..."
  - Questions, Polls and Surveys

- Sample Offerings:
  - Discount Coupon for other products
  - Free CD
  - Autographed Book
  - Free 30-day access to Membership Site
- Add a sense of urgency to your offer with phrases like:
  - For the next 24 hours
  - Until Friday night at midnight
  - Available to the first 20 callers
  - One-day sale
- The more specific the better

8. \_\_\_\_\_ the webinar for archiving.

9. Make it easy to act on the \_\_\_\_\_.

- Share a special offer website URL
  - Given at the end of the presentation –
  - Make the URL simple and easy to remember
  - Make sure to leave the address up long enough for them to copy it
- A link to the special offer website is sent immediately following the webinar

10. Use their registration details, poll answers and exit survey comments to customize the \_\_\_\_\_.

- Registration Details & Questions Asked by each Attendee

**Attendee Report GoToWebinar**  
General Information

**Webinar Name**  
Enhancing the Fan Experience: Making your Tickets Worth more than the Price of Admission

**Actual Start Date/Time**  
Jun 03, 2009 09:46 AM PDT

Organization	Attended	First Name	Last Name	Email	Questions and Comments	Job Title
Cincinnati Reds	Yes	Declan	Mullin	dmullin@reds.com		V.P. Ballpark Operations

10. Use their registration details, poll answers and exit survey comments to customize the follow-up.

**Poll Questions and their Answers**

Our staff training program includes the following elements:	Tell us about your experience with Ruby's training programs.	To promote a more positive game, we would like information on:	We could use the Cycles of Service™ in the following areas:	We share our Customer Service won the following ways:	We utilize the following methods in our organization's hiring practice:
Role playing to let them practice their new skills, Activities and tools to reinforce the skill development, Brainstorming and discussion to keep them involved, Icebreakers to help the staff get to	I have seen Ruby present at conferences before	Guidance reworking our new hire orientation process, Assistance outlining our Cycles of Service™ and Standards, Guest/Assistant Stadiums	Performance Coaching, Appraisals and Evaluations, New Hire Orientation and Department Training, Planning and the Goal Setting Process	We share our Customer Service goals with each job applicant. We include Customer Service in our Mission, Vision, Values. We include questions on Customer Service in job interviews.	We promote from within whenever possible. We hire more on personality than skill set

