



# Webinar FastTrack Resource Guide

Tools & Tips for Creating Profitable Webinars



Jean DiGiovanna, President of Workshop University  
[www.workshopuniversity.com](http://www.workshopuniversity.com)  
[jean@workshopuniversity.com](mailto:jean@workshopuniversity.com) 720-295-3104



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## Webinar Tool Selection Process

### ❑ Step 1 – Identify & Prioritize Webinar Selection Criteria

- Criteria to think about:
  - Intention & Goal of Webinar
  - Type of Model
  - # of attendees to support
  - Level of interaction
  - Cost
  - Platform (PC/Mac)
  - Ease of install/Ease of use
  - Recording features
  - Other services – e.g. Registration
  - Customer Service
  - Demo version available/how long?
  - Live/Recorded or Both?
- Prioritize Criteria – what are your “must haves” from the list above?

### ❑ Step 2 – Select & Try out Your Webinar Tool

- **Identify what is important in a tool**– Determine your “must have” criteria
- **Download Trials and test out** – Across different platforms/audio options and functionality of the tool- on-line polls/breakout/interactivity
  - **Research what comes with a trial** – *Sometimes* they don’t always come with full features.
- **You can always change/end contract**– Month-to-month so you can stop when you want, but always check upfront what their policy is.
- **Test out recordings** – Be sure it saves it in a format you can use/upload and share if necessary.
- **Start small at first** – Conduct a webinar with less than 15 or 25 to get used to the tool

### **Live Webinar Tools\* (See table of features for some tools at end of document)**

- Free or Low Fee Versions (no recording feature with free version)
  - [www.Zoom.us](http://www.Zoom.us) (Free for up to 100 people, 40 minutes long)
  - [www.GoToMeeting.com](http://www.GoToMeeting.com) (\$14/mo for 10 people)
- Small to Mid-Size # of Attendees Live
  - [www.Zoom.us](http://www.Zoom.us) (\$15/mo. For up to 100)
  - [www.GoToMeeting.com](http://www.GoToMeeting.com) (\$28/mo for up to 150 attendees)
  - [www.ClickMeeting.com](http://www.ClickMeeting.com) (\$25/mo for up to 25 attendees, \$35/mo for 50)
  - [www.Anymeeting.com](http://www.Anymeeting.com) (\$48/mo for up to 50 attendees)

\*Prices and Features change frequently so be sure to check their website

- Large groups (Live)
  - [www.Zoom.us](http://www.Zoom.us) (\$40/mo. For up to 100)
  - [www.GoToMeeting.com](http://www.GoToMeeting.com) (\$28/mo for up to 150 attendees)
  - [www.WebinarJam.com](http://www.WebinarJam.com) (\$39/mo)
  - [www.EasyWebinars.com](http://www.EasyWebinars.com) (\$59/mo for 100 attendees)
  - [www.InstantTeleseminar.com](http://www.InstantTeleseminar.com) (\$67/mo for up to 100 attendees)
  
- Larger groups (Live)
  - [www.Zoom.us](http://www.Zoom.us) (\$104/mo. For up to 200)
  - [www.GoToMeeting.com](http://www.GoToMeeting.com)(\$39/mo for up to 250 attendees)
  - [www.EasyWebinar.com](http://www.EasyWebinar.com) (\$90/mo for 500 attendees)
  - [www.InstantTeleseminar.com](http://www.InstantTeleseminar.com) (\$97/mo for 250 attendees)

### Recorded Webinar Tools for Automated/Evergreen Webinars\*

- [www.EasyWebinar.com](http://www.EasyWebinar.com) (\$59/mo for 100 attendees, \$90/mo for 500 attendees)
- [www.StealthSeminar.com](http://www.StealthSeminar.com) (\$97 down then \$69/mo)

### Tools for Recording On-line Modules for Home Study Courses

- **High-End Mic** - Purchase a high-end mic. Having great audio is critical. We recommend the: Blue Microphone Yeti USB Microphone (\$89 on Amazon)
- **Recording Software** – If you are not using a webinar tool to record your modules, we recommend Camtasia. This is a screen and audio capture tool that can record your presentation as you deliver it using the mic above attached to your computer. It is the easiest and fastest tool out there to learn. And, if you know your material inside and out, you won't need to edit much.

### Webinar Creation & Design

- **Webinar Makeover** - If your current webinars are not producing the results you would like, set up a **Free 30 min. Strategy Session** where Jean will help you identify the best strategy to achieve the results you want based on where you are and where you want to be. Call Jean at 303-413-8001 or fill in the form at: <http://www.workshopuniversity.com/coaching/1-on-1-vip-coaching/>
- **Webinar FastTrack** - If you are ready to develop your first webinar and not waste any more time and money, set up a **Free 30 min. Strategy Session** where Jean will help you identify the best strategy to get there. Call Jean at 303-413-8001 or fill in the form at: <http://www.workshopuniversity.com/coaching/1-on-1-vip-coaching/>

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## Resources to Create Engaging Webinar Visuals

### ■ Books

- “Presentation Zen” by Garr Reynolds
- “Slideology” and “Resonate” by Nancy Duarte

### ■ Free Images\*

- [www.bing.com](http://www.bing.com)
- [www.morguefile.com](http://www.morguefile.com)
- [www.flickr.com/creativecommons](http://www.flickr.com/creativecommons)
- [www.imageafter.com](http://www.imageafter.com)
- [www.sxc.hu](http://www.sxc.hu)
- [www.everystockphoto.com](http://www.everystockphoto.com)

### ■ Low-cost images\*

- [www.istockphoto.com](http://www.istockphoto.com) (some free)
- [www.dreamstime.com](http://www.dreamstime.com)
- [www.fotolia.com](http://www.fotolia.com)
- [www.shutterstock.com](http://www.shutterstock.com)

### ■ Multi-media

- [www.youtube.com/videos](http://www.youtube.com/videos)
- [www.break.com](http://www.break.com) (funny videos)
- Video.google.com
- [www.metacafe.com](http://www.metacafe.com)
- [www.vodpod.com](http://www.vodpod.com)

### ■ Presentation Development

- Powerpoint
- Prezi – [www.prezi.com](http://www.prezi.com)
- Brainshark - [www.brainshark.com](http://www.brainshark.com)

### ■ Go To Resource for helping you create:

- Engaging Slides & Presentations – Paul Voreitter at [www.reflectivespark.com](http://www.reflectivespark.com)
- Engaging Handouts & Workbooks – Anita Martin at [www.acuppacreative.com](http://www.acuppacreative.com)



## Webinar Facilitation Tips

- **Prior to session**
  - Test out webinar software with someone else as attendee
  - Test out recording – make sure all can view it
  - Setup meeting in Webinar tool and send out to attendees
  - Provide/request any prep work from attendees with deadlines
  - Always provide a way for attendees to reach you just before the training should they run into tech issues.
  - Make sure recording settings and saved directory are set before webinar starts
- **Right before start of Session**
  - Turn Land Line ringer off/Cell Phone to vibrate
  - Close e-mail and anything else on desktop that is not needed
  - Open all applications/files needed for the training
  - Master notes in front of you
  - Make sure you have a "Start recording now" slide in your presentation (if you tend to forget!)
- **During Session**
  - Start the recording
  - Let attendees know there may be delay based on bandwidth – as the facilitator keep that in mind when moving from slide to slide