



So you want to
host a webinar?

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FOUNDER and WHAT NOT

Whether you are looking to refine your webinar hosting skills, or simply stumble through your first webinar ever, the following 6 Keys will provide some basic guidelines for hosting a successful webinar.

1. Do the training.

Most webinar hosting services have training videos or manuals; go through every scrap of it. Also, check the specs and make sure your computers and microphones will work with your chosen platform.

2. Record a practice.

Arrange to do a separate practice session and record it. Play it back, and listen to how you sound. Pay attention, are you speaking too quick, or too softly. Consider a partial script, or talking points, but be sure that you don't sound like you are just reading a book.

3. Go Slowly.

The slower you talk, the more you have time to react, and adjust on the fly. Don't rush yourself, or talk over other speakers, and be aware that the software may lag, so if you go too quickly, the audience may miss part of what you were trying to show them.

4. Stay calm when things go wrong.

Have a contingency plan. Operate under the assumption that some issue will arise.

Someone's screen may freeze, or the slideshow won't work, or the entry chimes may not turn off, etc. Take a minute to try and resolve these if need be, but if you can't resolve it, apologize and move on. You risk losing your entire audience if you spend too long trying to resolve something minor.

5. Don't try and do too much.

It can be frantic if you have fifty different topics you want to make sure you cover. Make sure you effectively cover the topics you choose, and if you are selling something, leave some mystery, or value, so you leave them wanting more.

6. Leave plenty of time for Q&A.

The number one reason people come to live events is to get questions answered. Too many webinars run too long and cut out the question time, which leaves participants unhappy. Keep an eye on the clock and leave enough time to cover questions.



Webinars can be a great way to deliver content,
drive engagement, and provide value to your
audience.

Good luck!



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