

Launching Your Webinar

———— LIGHTS, CAMERA, ACTION ————

DAY SEVEN

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CHALLENGE

By EasyWebinar

Launching Your Webinar

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Congratulations! You've made it to the finish line of the challenge. Now, the really fun part begins – running your very own webinar!

We know there's a lot to do to get your first webinar started, so we've compiled our top tips and made you a checklist to help you get organized.

Use them to make sure that you aren't forgetting something, then go out there and make us proud!

Top Tips to Help You Experience Webinar Success

Physical Space

- Set up in a place that's quiet and free of distractions
- Don't overthink your background. As long as it's neat, orderly, and not distracting or "busy," you're set.
- Make sure you're not too close or too far from your camera and that you're centered in the shot.
- We like to use ring lights along with the light in the room to make sure we're showing up nice and bright on camera.

Webinar

- Practice delivering your script - don't just wing it!
- Do a few rehearsals with your presentation/slide deck to get the hang of talking and clicking through it simultaneously.
- If you're going to go live, consider a backup internet connection (like the hotspot on your phone)
- If you're going to record your webinar, back up the file to an online cloud storage system (like Google Drive or Dropbox)

Miscellaneous

- Keep a cup of your favorite beverage nearby - you'll thank us later!
- Wear something comfortable but professional. The way you present yourself to your audience helps build trust with them.
- Take a deep breath, smile, and be yourself. Let your enthusiasm shine through!

Launch Your Webinar

Use this checklist as-is, or customize it to suit your needs!

Webinar

- Decide when to host your webinar
- Position your offer
- Finish your script (doesn't have to be perfect)
- Finish presentation/pitch deck (again, don't overthink it)
- Event pages set up in EasyWebinar

Tech

- Internet connection (test)
- Phone (for hotspot backup)
- Webcam
- External mic or headset (can be wireless)

Physical Space

- Quiet, distraction-free space
- Backdrop (green screen or neat, tidy things behind you)
- Ring light(s) or lamp(s)

Other

- Comfortable but professional outfit
- Beverage of choice (to sip as needed)
- Practice your script and going through the presentation