

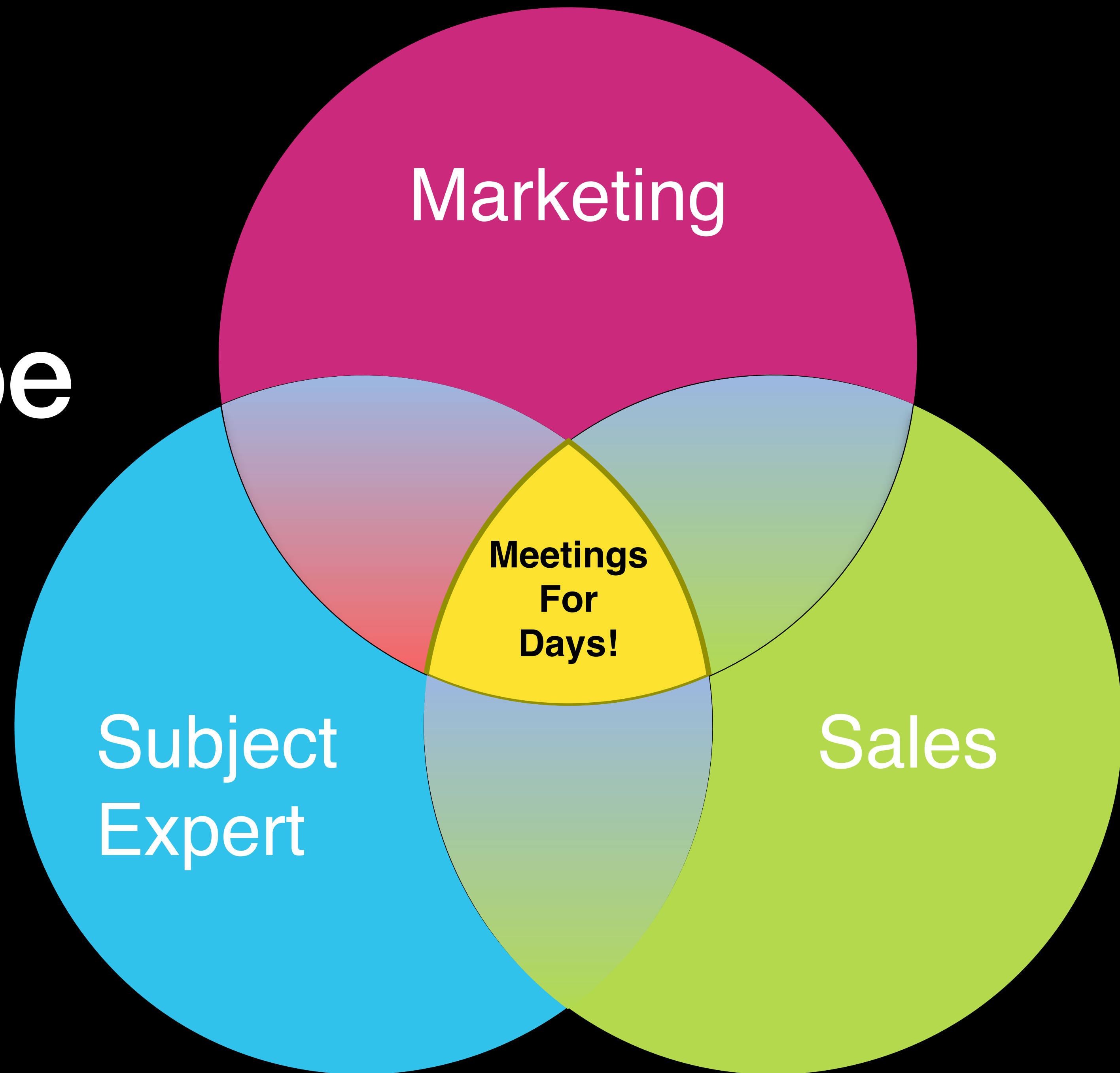
March 29, 2023

Your webinars
can't generate
meetings

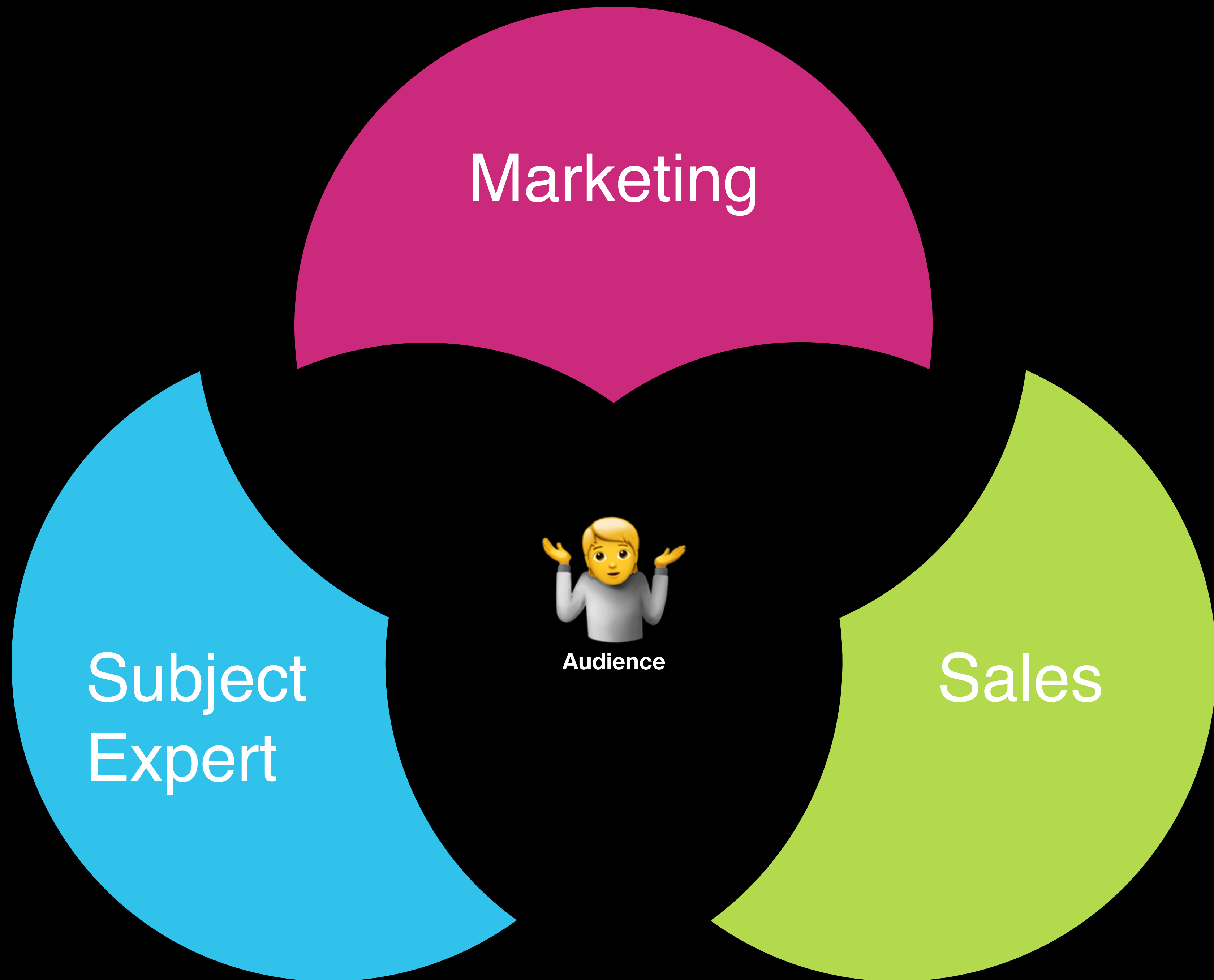
Let's fix that.



Webinar Utopia: How it should be



Webinar Reality: Conflicting Motivations and Goals





Marketing

Subject
Expert

Sales

Webinar Reality: Conflicting Motivations and Goals



Webinar Reality: Conflicting Motivations and Goals

Top beneficiary of
success. Little
downside with failure.



Webinar Reality: Conflicting Motivations and Goals

Highest risk of public
failure, little upside if
successful



Webinar Reality: Conflicting Motivations and Goals



Limited downside but
also limited upside.



The Grandkids Curse



Audience

Why do audiences register & attend?

Product knowledge without being sold to

Infotainment that they can pretend is work

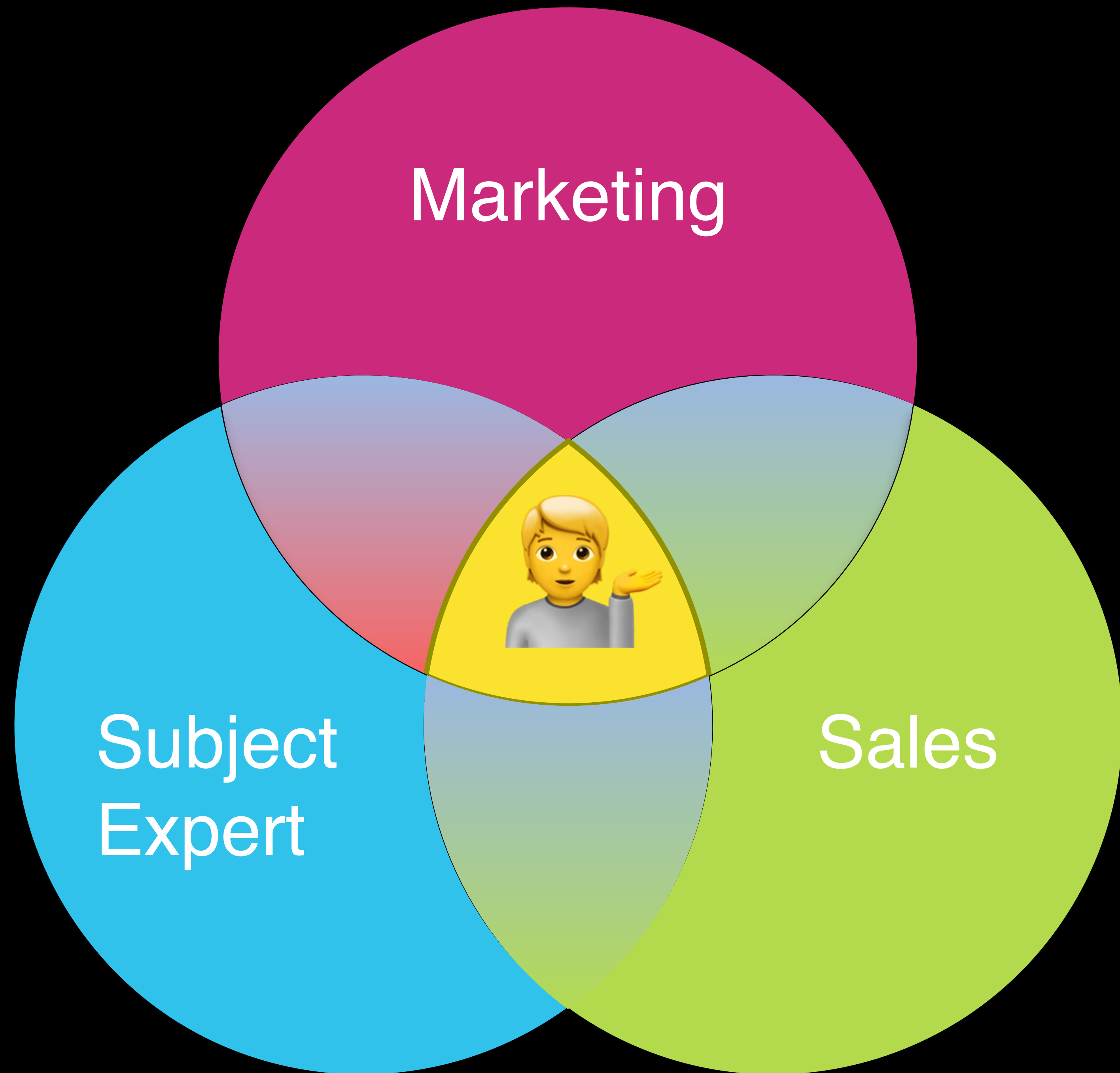
A blocked session on their calendar that bosses and coworkers can't intrude on

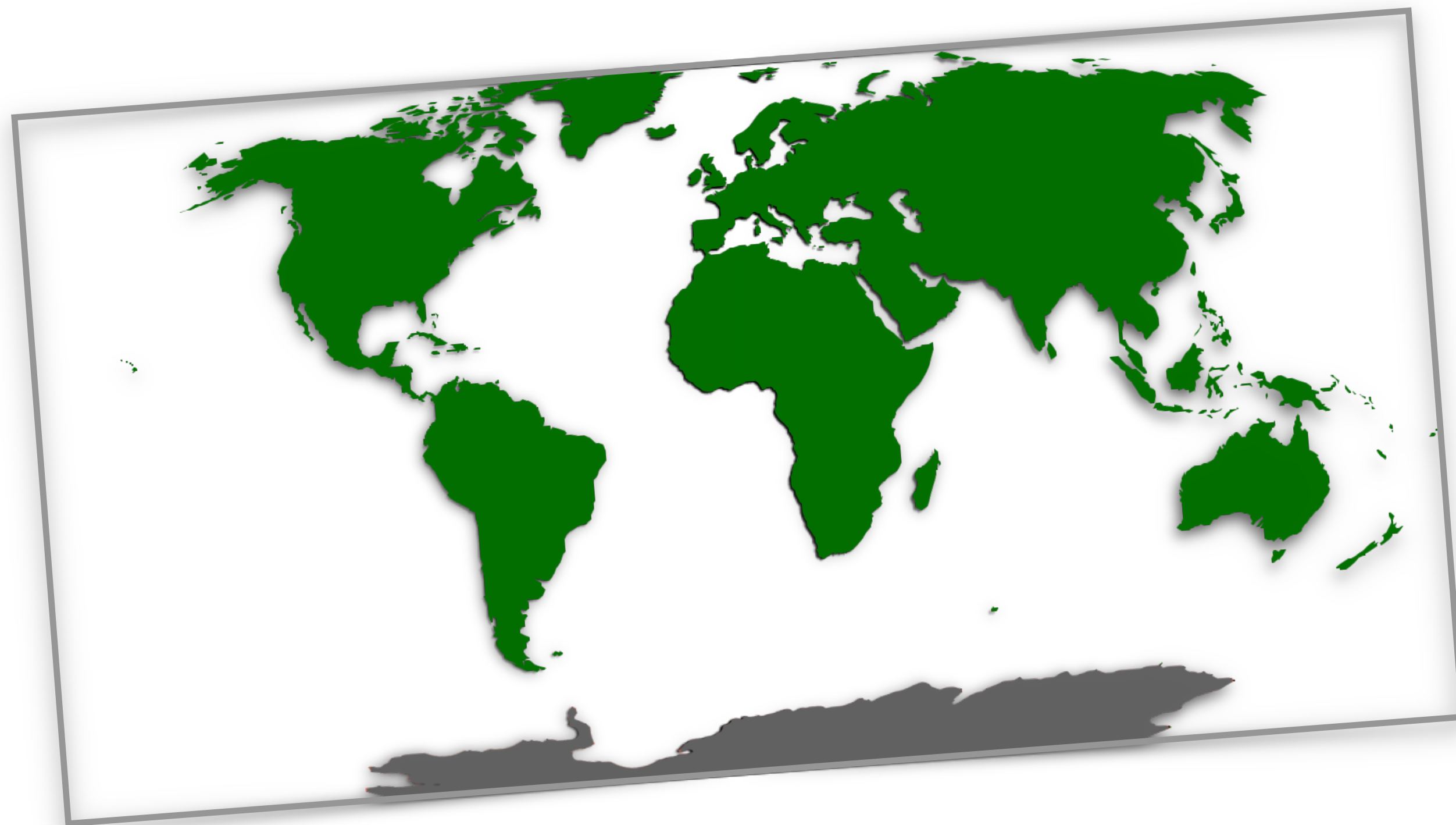
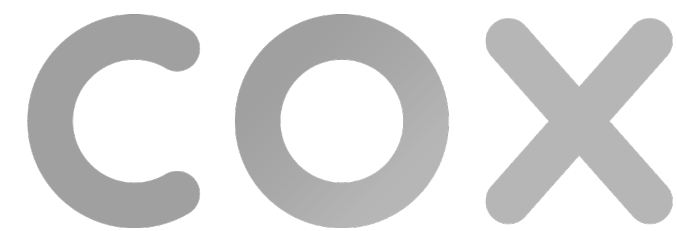
A chance to do their 'real work' using the webinar as background noise



Audience

Webinar Utopia: How do we get to here?







**THE BEST DAMN
WEBINAR COMPANY**

Live webinars

**They're difficult.
Un-sexy.**

**Almost nobody is
great at them.**

**But they connect new
buyers to your tech.**

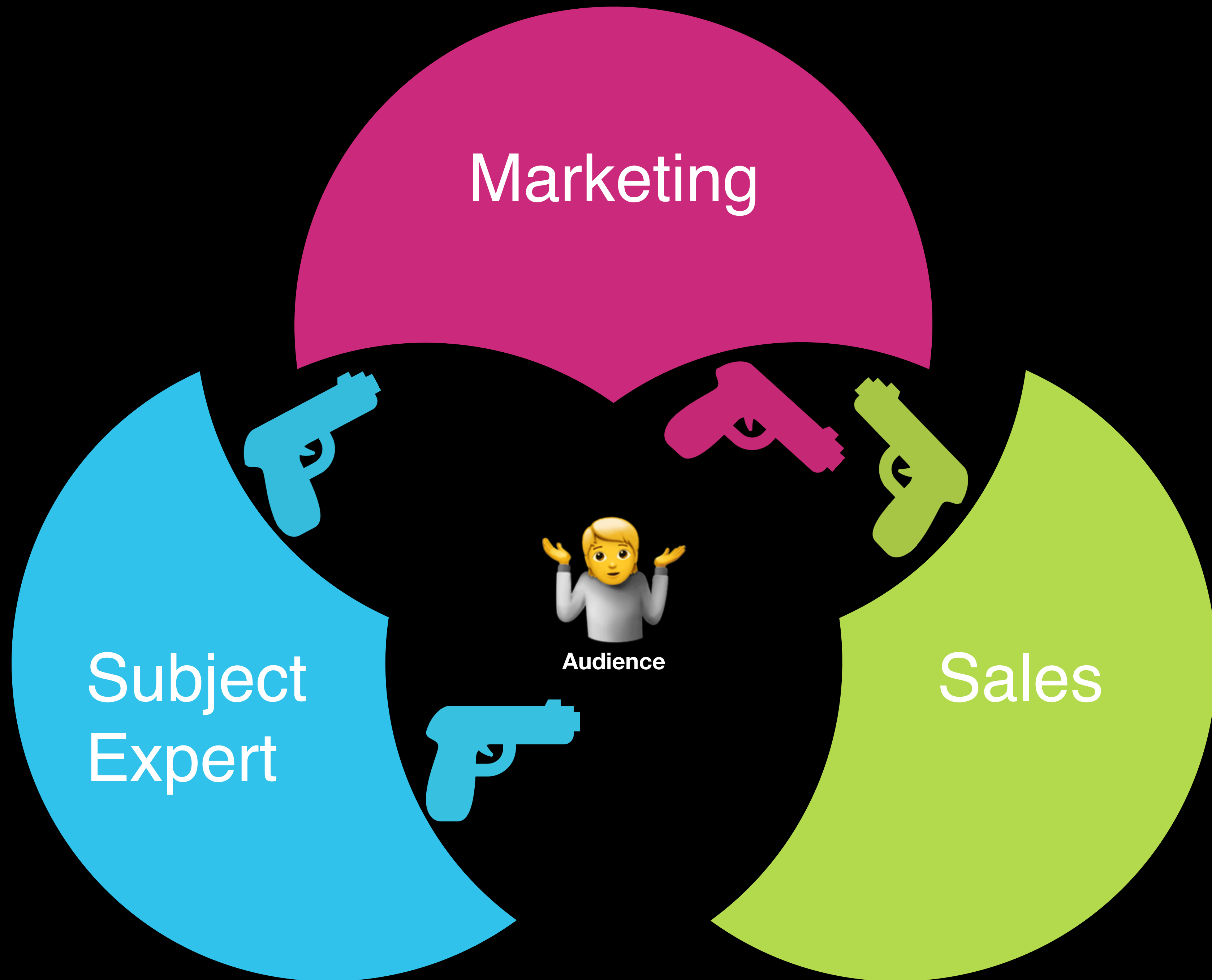
**For that, they are
unmatched.**

'Building awareness' is code for 'we don't know how to get people to talk to Sales'.

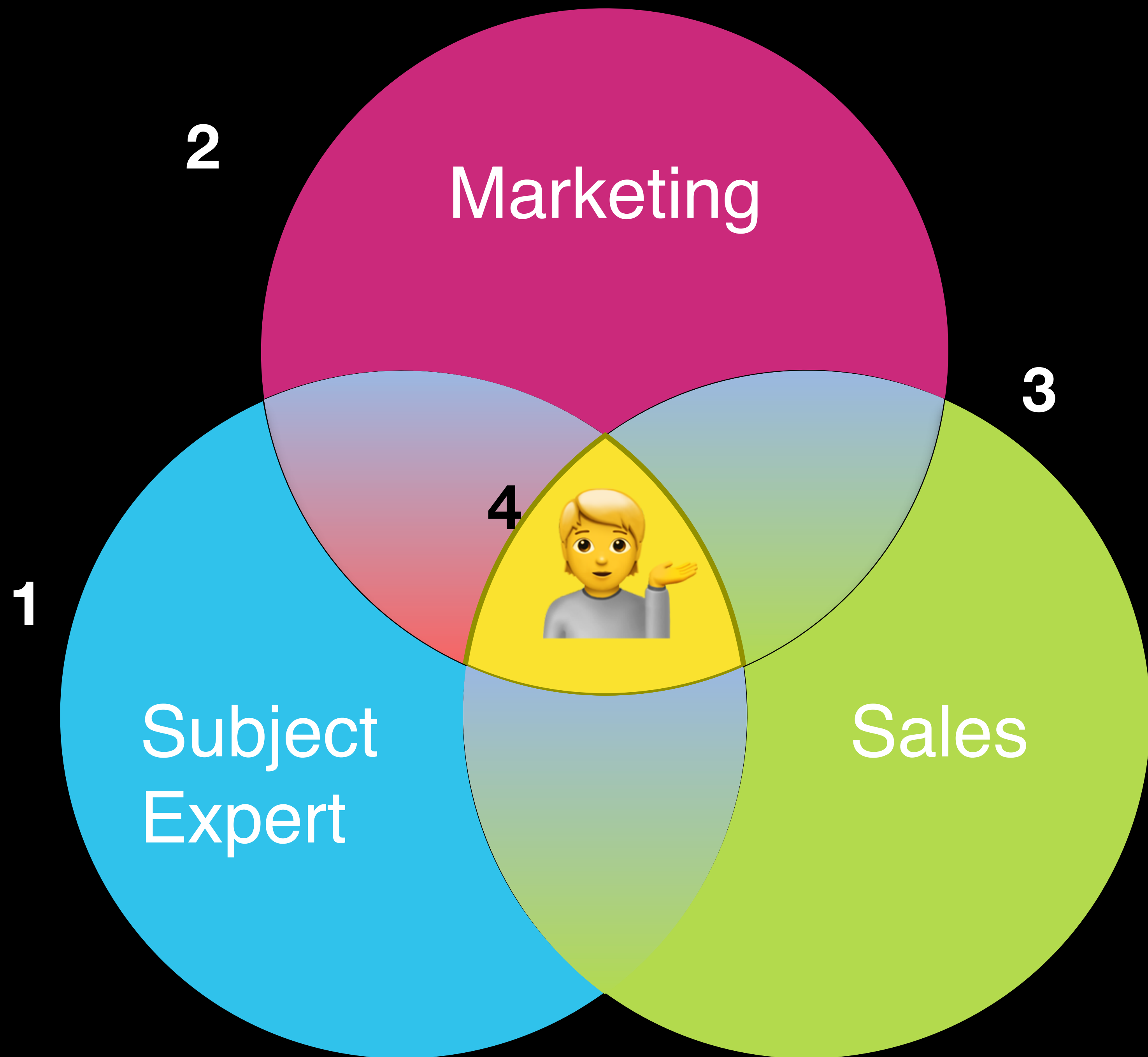
Emails
Landing Pages
Social Media posts
Buyer's Journey Funnels
Mailing List Management
Analytics
CRM Integration
Project Management
Zapier, Mailchimp,
ActiveCampaign

Webinar platform provided
Webinar platform operated
Presentation Creation (with script)
Rehearsals / Speaker Prep
A/V Setup Assistance
Chat Moderation
After-event Blog Post
Video Editing
Slides

Webinar Reality: Conflicting Motivations and Goals

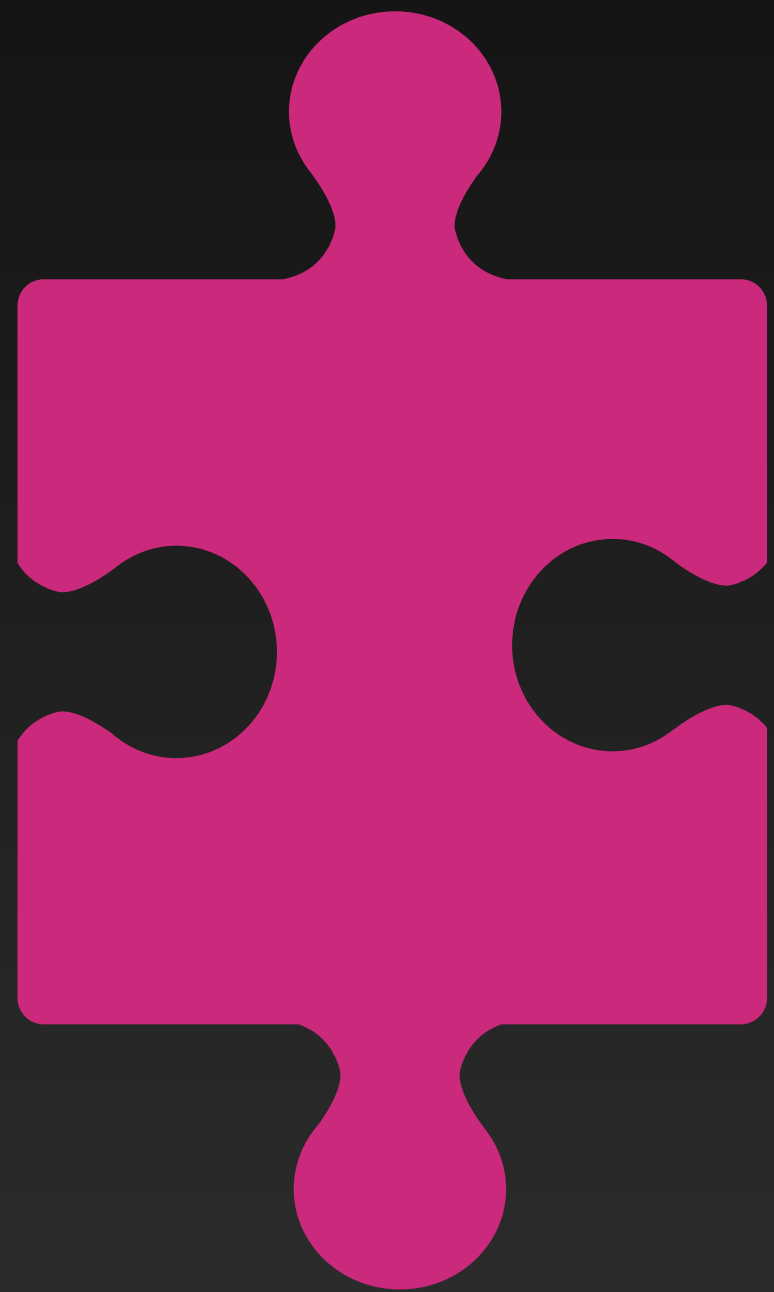


4 Groups



***“How do I know it’s safe for me to vouch for you,
in here?” — every prospect, ever***

Distrust of Claims



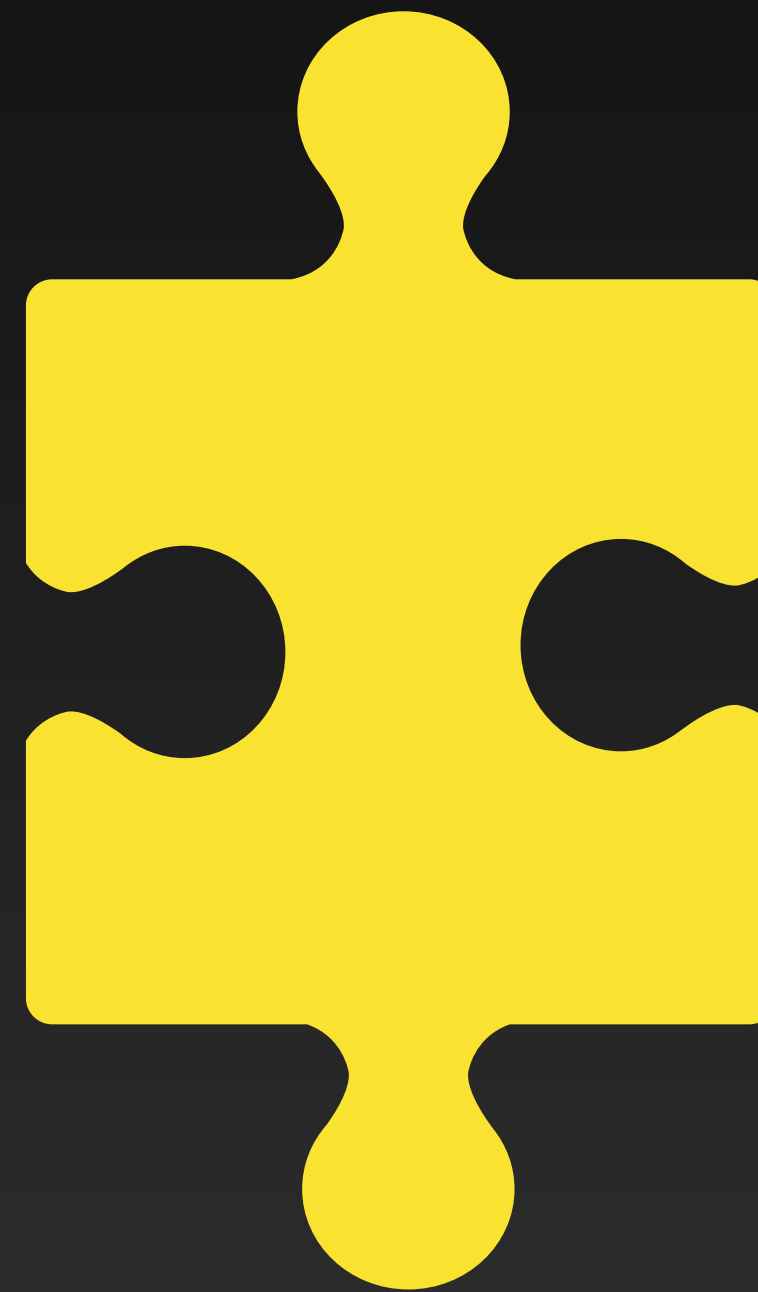
Marketing

Reactance



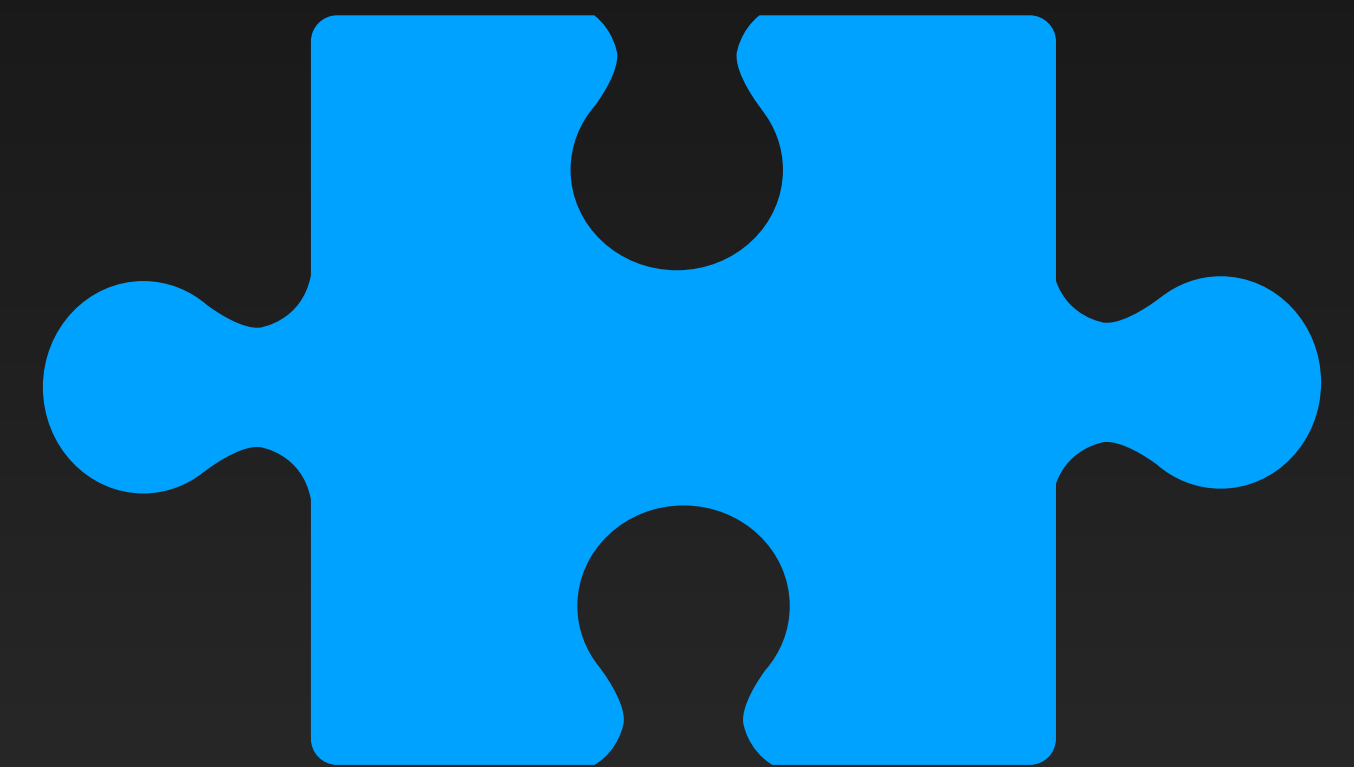
Sales

Inertia



Audience

Scrutiny



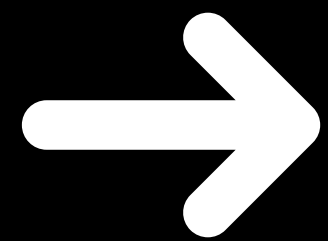
Tech

Now, thread the needles

4 **groups**.

4 **resistances**.

1 goal.



A 7-question structure that
takes all that weight to the
goal line.

Old Style

(didn't accomplish much)

2. How do I know I can trust YOU, and what you're showing me?

5. How does it work?

(Q&A)

Audience Attention Level: Old Style



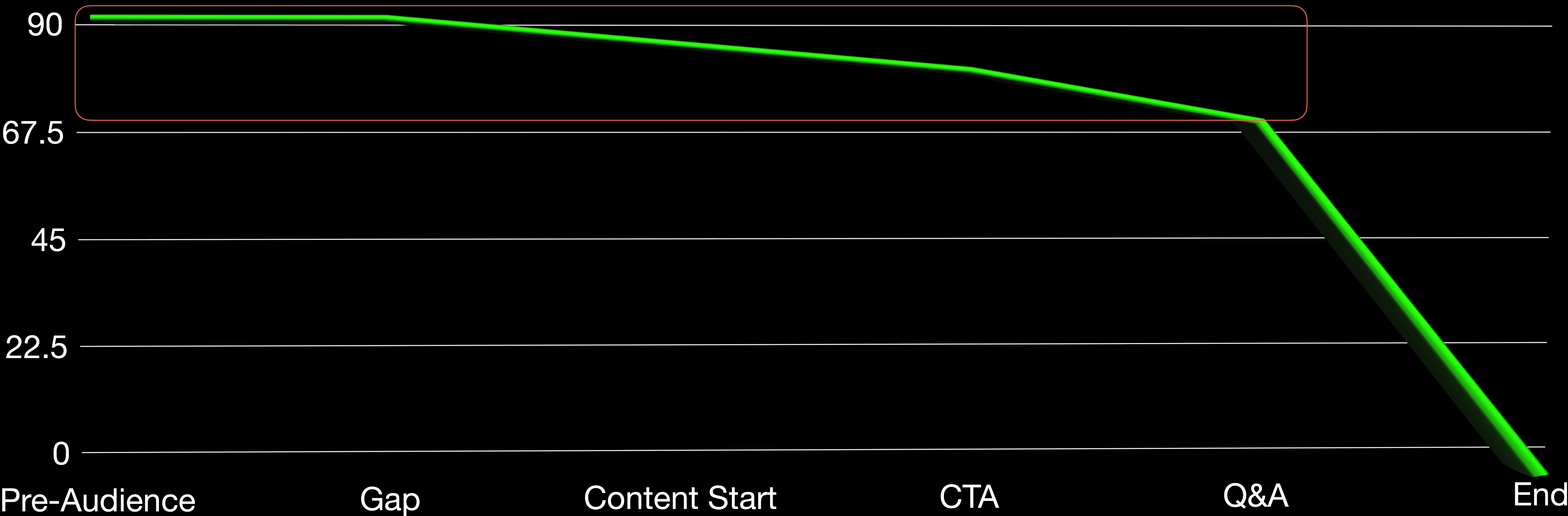
Bleeds attendance + attention

Audience Attention Level: BandAids

Polls, ‘reaction emojis’, chat storms — they’re all instantly forgotten.

They’re an engineering answer to a people problem.

Audience Attention Level: New Style



Retains attendance + attention

Old Structure

(didn't accomplish much)

2. How do I know I can trust YOU, and what you're showing me?

5. How does it work?

(Q&A)

7 Questions

1. What is THAT?
2. How do I know I can trust YOU, and what you're showing me?
3. What's in it for us?
What's kept us from getting what we want & how will this help us get what we want?
5. How does it work?

6. Why now & what's the risk of doing nothing?
7. What's the next step?

(Q&A)

7 Responses

"Wow, how are they going to resolve that?"
"This person will know. It already works for other companies."
"I want the future they're describing."
"It's not my fault that I don't have what I want & this will help me get it!"

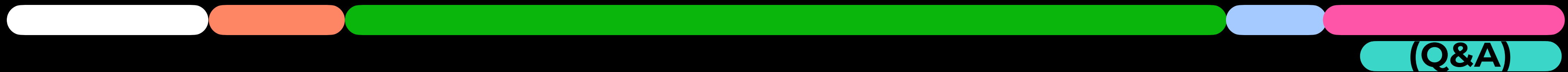
"It's complicated, they've already done all the thinking and work on this."

"Now is the right time to move ahead with this company. I don't want the problems that come with not acting."
"I'm doing this next step so I can stop feeling like this / stop worrying about this"

(Q&A)

A Gap

“Wow, how are they going to resolve that?”



Tip: Stop Wasting Courtesy Attention

The first few minutes of your event are **the only unearned attention** you get.

Skip your housekeeping instructions. Skip your agenda slide.

Start with a “gap” that you’ll fill in for them.

Create (and fill) a gap

3 positions, using milk:

- They said milk was good for us. It wasn't.
- Milk is good for us. Soon it won't be.
- Milk is good for most people. But not for you.

It's pretty common to find that companies are still using XB19 in speciality paint. Turns out, this was never a great idea.

XB19 has been the standard for a long time. But YC20 just made it obsolete.

XB19 is ideal if you manufacture specialty paint — unless that paint will be used in cold environments.

Tip: Courtesy Attention

Start with a “gap” that you’ll fill in for them.



Lockdown was Awesome

Live video was rare. Now it's expected. Most is awful.

Do it right, you knock out the Safety Question.

The vendor who does **that**, gets a meeting.





calendly.com/zfo/webinar

Subject Expert: workshop

Marketing: easy options

Webinars should get
Sales into meetings

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BestDamnWebinar.com