



# How to Prepare for the Perfect Webinar

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Learn how to create a webinar that will grow your audience



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# Introduction

Hi! I'm Pat Flynn, and I'm all-in for webinars.

Over the past four years, I've hosted more than a hundred webinars to teach and provide value for free, build my email list, and promote and sell my products and courses.

Webinars are simply a great way to build a relationship with your audience, because they allow you to teach and interact in an intimate, event-like environment. And if you're selling something, especially something that's a little higher-ticket, a webinar can be a great way to make the sale thanks to the intimacy and real-time interaction it provides.

No doubt you've probably attended a webinar or two in the past, and have wondered how to create one of your own. Maybe you've even started developing a topic and content for your webinar. If so, this Cheat Sheet will help you prepare for your webinar and get the results you want, in four simple steps!

[Step 1: Select and Set Up Your Software](#)

[Step 2: Ensure You Have the Right Equipment](#)

[Step 3: Make the Most of Your Marketing](#)

[Step 4: Execute an Engaging Webinar](#)

# Step 1: Select and Set Up Your Software

*Creating and hosting a successful webinar might sound easy, but there are actually several things you need to have in place before you go “live.” Software is the first crucial piece when it comes to the nuts and bolts of a successful webinar experience. Your software needs to be easy to use. Here are my recommendations:*

- **Demio:** A webinar platform like [Demio](#) is the most crucial piece of software you’ll need to host a successful webinar. I’ve been using Demio for years, and it has served me and my team well. You can easily set up your webinar, get a link for easy registration and sharing to your audience, get a recording of the webinar to share with those who couldn’t attend, and get helpful stats after the webinar.
- **EcammLive for Screen Sharing:** [Ecamm](#) is a Mac app that lets you do some really cool things while you’re broadcasting. With a click of a button, you can add graphics and sound effects and other touches to spice things up. And you can do all this without leaving your webinar software. [Streamyard](#) is another alternative—it’s for both Mac and PC. It’s an up-and-coming streaming platform that is definitely making things easier for creators.

*This cheat sheet contains affiliate links, which means I might receive a small commission at no extra cost to you if you purchase after clicking on one of the links.*

- **Email Service Provider:** This is more of a web solution than a standalone app, but integrating your email service provider (ESP) with your webinar platform is an important way to connect with your webinar registrants and attendees both before and after the show. You can use your email list to reach out and remind people beforehand, and follow up with them with links to the webinar replay and your sales offer. Don't forget that you can also use your webinar to directly build your email list, and integrating your webinar software with your ESP makes that even easier to do.
- **Slide Sharing/Presentation Software:** Finally, if you're planning on sharing slides, you'll need a slide-creation app like [Keynote](#) or [PowerPoint](#).

# Step 2: Ensure You Have the Right Equipment

*I've hosted many webinars, and I've attended several as well. Believe me, there's nothing worse than a webinar that doesn't look or sound good. Your webinar is an extension of your brand, and you want it to look and sound professional. So it's critical that you invest in the right equipment before you host your first webinar. These are the tools that I use:*

- **A Webcam:** There's a good chance your computer (especially if it's a laptop) already comes with a webcam. Built-in webcams are fine for things like Zoom meetings, but a webinar is an event, and you're going to want a little more in terms of picture quality. I highly recommend investing in something a little nicer. The camera I'd recommend at more of an entry level is the [Logitech C920](#). If you're willing to spend a little more, I suggest the [Logitech BRIO 4k](#).
- **Good Lighting:** If you're planning to be on camera during your webinar (and I hope you are!), good lighting goes a very long way. When your face is on screen during your webinar, you want the light in front of you, not behind you. If you happen to be facing a window and have your webcam pointing back at you, that's going to give you the best wash on your face. Also, turn off the overhead lights—they will cast shadows on your face. You can also purchase some budget-friendly lighting options like a good [ring light](#) to film through with your camera, or a starter [softbox lighting set](#) like this one.

- **A Fast, Stable Internet Connection:** Internet speed is a massively important component of having a great webinar because you'll be streaming live and probably using a lot of bandwidth. Here are some tips:
  - Demio, my preferred webinar platform, will [check your internet speed for you](#) and let you know if it's adequate to run your webinar smoothly. If it's not adequate, talk to your internet service provider (ISP) to find out about upgrading to a higher service tier that provides more bandwidth.
  - Be sure to quit all unnecessary apps on your computer before you start your webinar.
  - Make sure no one else on your network is using a ton of bandwidth, like watching a 4K video on Netflix or presenting another webinar. This is especially important if you work from home, where your internet connection may not be as fast as a typical office network.
  - Improve the stability of your internet by ditching the wireless and wire your computer to your router during the webinar. Invest in some CAT-5 ethernet cable and run a line from your internet router to your computer. Some newer Mac laptops don't have an Ethernet port, but you can purchase an [Ethernet-USB adapter](#).
  - Even if you have a fast, stable internet connection, your computer hardware can still hold things back. The more powerful your computer, the better chance you're going to have a smoother webinar experience.
- **Audio Equipment (A Good Microphone):** In addition to video equipment, choosing the right audio equipment is really important. The microphone I currently recommend is the [Samson Q2U](#). The [AKG Lyra](#) is another awesome streaming and live video microphone that sits nicely on your desk.

# Step 3: Make the Most of Your Marketing

*Marketing your webinar well in advance is critical, and over the years I've learned a lot about how to get people to register. My webinars often have thousands of attendees. Here's what works for me:*

- **Have an awesome topic.** The most important thing when it comes to getting people to show up to your webinar is having a topic worth showing up for. A great webinar is built around the needs, wants, and intended outcomes of your target audience.
- **Get the language right.** Next, you need to nail the language you use to market your webinar. Whether you're marketing it on a landing/registration page, on social media, via email marketing, through Facebook ads, or using some combination of the above, you need to make sure you're using words and concepts that your audience will respond to. Speak their language.
- **Give yourself enough lead time.** To make sure people show up, you need to give enough lead time—two to three weeks—to market your webinar. If you first tell people about your webinar the day before it happens, well, guess what? You're not going to get a lot of people to show up.
- **Have a great registration page.** Your webinar registration landing page is one of the most important assets you'll use to get people to sign up for your webinar. Your landing page should include:



- Title of the webinar at the top
  - Subtitle or value proposition (what they'll learn in the webinar)
  - Picture of yourself so your audience will know who they will be learning from
  - Bullet points giving more details about the content of your webinar and what they will learn
  - Your bio, which explains why people should feel confident learning from you.
  - Registration buttons at multiple points throughout the landing page
- **Send email reminders.** Even if someone has already registered for your webinar, you want to maximize the chances they'll actually show up. A lot of people register but then don't actually join the webinar. That's why you need to remind people after they register—and email is the best way to do it.
  - **Offer some sort of incentive.** This could be a gift you send people ahead of time, or something you share with them during or after the webinar (or both!). Think of it as a lead magnet for your webinar.
  - **Get amped for your webinar:** Finally, it's important to share in your marketing how excited *you* are about your webinar. If you're motivated, it'll show through everywhere you talk about the webinar, in your landing pages, emails, and elsewhere—and will hopefully get other people excited to be there, too.

# Step 4: Execute an Engaging Webinar

*It's easy to get too focused on getting the right software, equipment and content and forgetting about how to actually RUN an amazing webinar. It's not just about saying the right things, but it's about creating an engaging atmosphere that will make your audience feel involved, excited, and feeling like they got a lot of value from your webinar. Here are some tips to do just that:*

- **Set the tone:** The first thing you need to do to create a highly engaging webinar is set the expectation that it will be a webinar worth watching. Not just that—a webinar people will be excited to *participate* in, too. This is crucial: when you get people involved, they're more likely to stick around, to pay attention, and to take action with you.
- **Get interactive:** Engage with your audience right from the start. Acknowledge people when they enter the webinar. Ask them where they're from. Most webinar software platforms will have a chat function that lets people share comments with the entire audience, so encourage people to share their answers via chat. Engaging like this will set the precedent for the rest of the presentation.

- **Poll the people:** You can take that interactivity and inclusion a step further during the webinar by running polls. Why polls? Polls are a great way to keep people engaged and encourage interaction, as well as to learn more about your audience. Obviously check with your webinar software platform to see whether it offers a poll function (and it should!).
- **Say people's names:** When a person hears their name, it's the best thing in the world, right? And that's what you want to do during your webinar: mention people's names when you're addressing them or referring to them. Saying a person's name is a great way to get their attention.
- **Create open loops:** Creating open loops can keep people engaged and anticipating what's coming. So what exactly is an open loop? Think of it as a cliffhanger. You break up your webinar content into pieces, and at the end of each piece, you tease what's coming next. This is a great and simple way to keep people interested and excited about what's to come.
- **Use pattern interrupts:** Pattern interrupts are an important way to break up monotony during your webinar and keep people engaged. Pattern interrupts can be accomplished by changing up what's on screen, switching back and forth between slides and your webcam, switching between camera angles, checking in with the audience, or turning off your slides once in a while to tell a story.
- **Ask people if they're getting value:** This is a simple strategy that can pay off. At certain times in the presentation, ask people if they're enjoying the content and learning from it. This creates another moment where people can participate and stay engaged, and gives you some good info about what's working well in the webinar so far (or not).
- **Host a Q&A:** A Q&A is a great way to keep people engaged. I prefer to leave mine until the end. Why? Taking questions during the presentation can derail momentum and flow, especially if the questions are longer and personalized.

- **Stay on point:** Don't dilly-dally or add too much fluff. It's great to add personal touches and comments during the presentation to help build your relationship with the audience, but keep it within reason. Also, don't keep the webinar going longer than advertised.
- **Recap:** At the end, recap what you've shared in the webinar. You can also do mini-recaps at points during the webinar. It's up to you how often to do this, and it'll depend on how much material you're presenting. But these mini-recaps can be especially helpful for people who join after the webinar starts.

## Now, Go and Deliver Your Best Webinar!

I won't lie to you—hosting a webinar is fun, but it's also a lot of work. You need to start with your best and end with your best, and that takes planning, focus, and effort. I hope these tips have given you some starting points to deliver your best and keep people engaged throughout the webinar.