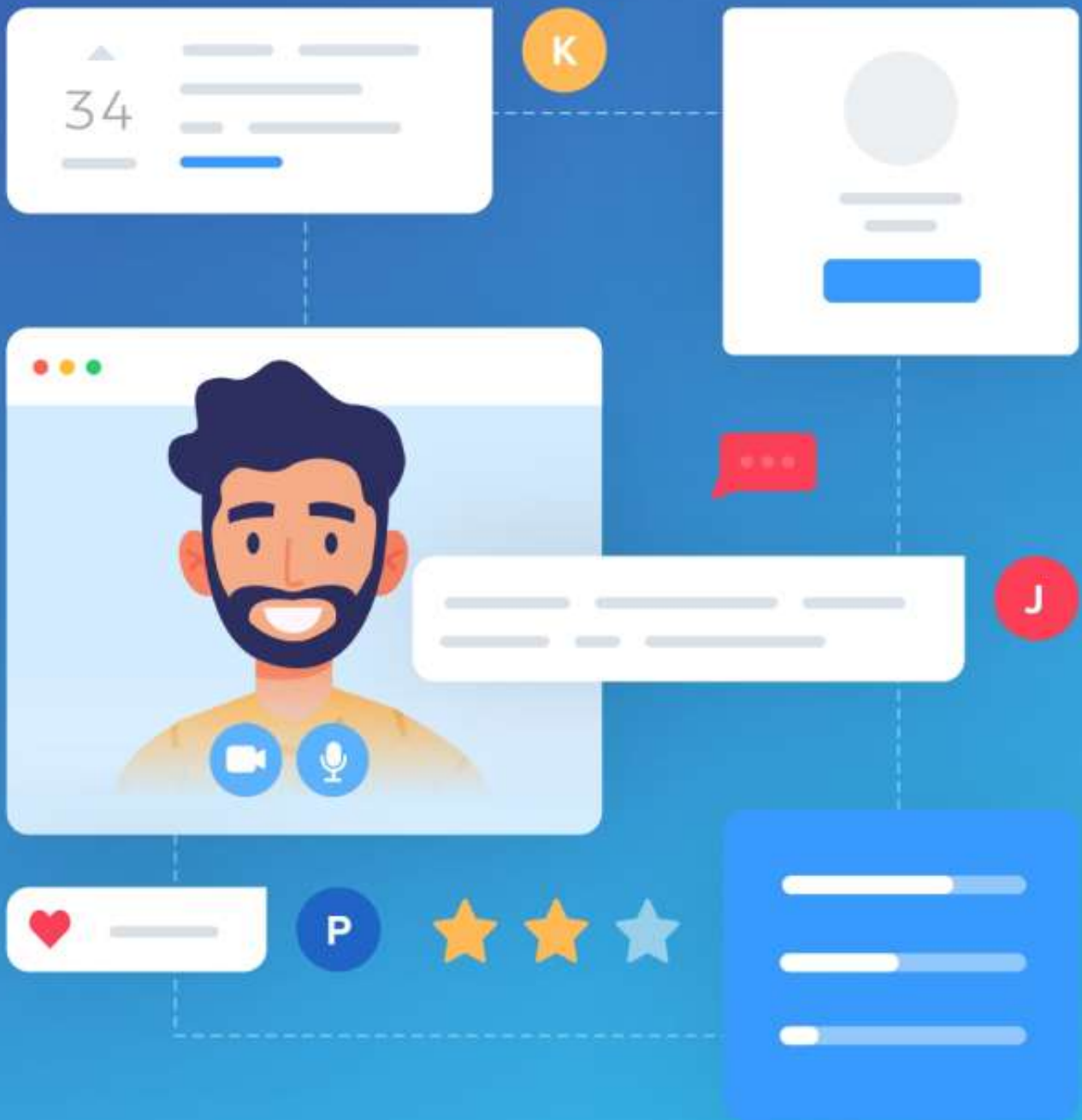




ProProfs

WebinarNinja

Webinar Frameworks



Webinar Frameworks

Specialized webinars for different business goals and growth stages

Instructions: Each webinar framework has a **Primary Goal**. To meet this goal for your business:

- Answer the **Relevant Questions**
- Create your webinar according to the recommended **Webinar Type**
 - **Free**: No charge to register for the webinar
 - **Paid**: Fee to register for the webinar
 - **Live**: A live webinar in real time
 - **Automated**: A pre-recorded webinar available at times of your choosing
 - **Hybrid**: A live webinar that includes some pre-recorded content
 - **Single**: One webinar to deliver all content
 - **Series**: Several webinars in sequence to deliver all content
- Create promotional content for the recommended **Traffic Sources**
 - **Website Traffic**: Link your high-traffic website pages (e.g. a blog post) to your webinar registration page
 - **Social Media**: Link social media posts and paid ads to your registration page
 - **Your Email Contact List**: Promote your webinar with a direct email campaign to your existing contacts
 - **Existing Customers**: People who already use your product or service
 - **Podcast Audience**: Promote your webinar by sharing your registration page URL on a podcast
 - **Partner Audience**: Partner with another business to gain access to their audience
- Plan and execute your webinar according to the recommended **Content**
 - **Educational**: Teach your attendees a useful strategy or skill
 - **Sales Offer**: Sell your product or service during your webinar
 - **Q&A**: Take questions and respond live
 - **Guest Interview**: Speak with a guest your audience wants to hear from

Following your webinar:

- Send follow-up emails according to the recommended **Follow-Up Strategies**
 - **Webinar invitations**: Invite registrants to future webinars
 - **Sales offers**: Propose or reiterate special sales offers

Email List Growth Webinar: Offer a valuable lesson to grow your list and build authority

Primary Goal: Grow your email contact list

Webinar Type: Free, Single, Live or Automated (Automated Preferred)

Traffic sources: Website traffic, Social Media, Podcast Audience

Content: Educational

Follow-up: Webinar invitations, Content

Relevant Questions

What is your target audience's biggest pain point?

What strategy can you teach that addresses this pain point and gives your audience a "win?"

What content of yours (e.g. blogs, videos) directly addresses this pain point and could funnel visitors to your webinar?

What are the top 10 blogs, Facebook groups, or podcasts does your audience engage with?

(Consider using Facebook's Audience Insight tool.) Can you promote your webinar there?



- **Sales Counter-Offers:** Offer a modified, less valuable offer to registrants who did not take advantage of an initial sales offer
- **Content:** Send useful, valuable content to registrants (e.g. blogs, support articles)



Sales Webinar: Embed a sales offer into a valuable lesson for existing contacts.

Primary Goal: Sell your product or service

Webinar Type: Free, Single, Live or Automated (Live preferred)

Traffic sources: Your Email Contact List

Content: Educational, Sales Offer

Follow-up: Sales offers, Sales Counter-Offers, Webinar Invitations

Relevant Questions

What audience pain point does your product or service address?

How can your audience address this pain point specifically using your product or service?

What bonuses can you offer new customers?

Retention Webinar: You worked hard to get your customers. Make sure they stay.

Primary Goals: Onboard, reduce churn

Webinar Type: Free, Single, Live

Traffic sources: Existing Customers

Content: Educational, Q&A, Sales Offer (optional upsell or additional product)

Follow-up: Content

Relevant Questions

What are 3 tips for getting the most out of your product or service?

What obstacles prevent your customers from fully utilizing your product or service and successfully addressing their pain points?

What resources or information would allow your customers to overcome those obstacles?

What products, features, or updates have you debuted in the last 3 months?



Open Q&A Webinar: Earn the audience's trust by letting them pick your brain.

Primary Goals: Build authority, grow email contact list

Webinar Type: Free, Single, Live

Traffic sources: Your Email Contact List, Social Media, Website Traffic

Content: Q&A

Follow-up: Webinar Invitation

Relevant Questions

What are your current and target audience's biggest pain points?

What experience of yours best qualifies you to address these pain points?

What are the top 10 blogs, Facebook groups, or podcasts does your audience engage with?

(Consider using Facebook's Audience Insight tool.) Can you promote your webinar there?



Podcast Growth Webinar: Got a podcast? Turn listeners into customers.

Primary Goal: Grow email contact list

Webinar Type: Free, Single, Live

Traffic sources: Podcast audience

Content: Educational, Q&A

Follow-up: Content, Webinar Invitation

Relevant Questions

What is your podcast audience's biggest pain point?

What strategy can you teach that addresses this pain point and gives your audience a "win?"

What other content can you offer listeners (e.g. e-book, blog posts)?

Idea Validation Webinar: Sell an MVP (Minimum Viable Product) to test your idea.

Primary Goal: Find out if your product or service will sell

Webinar Type: Free, Single, Live

Traffic sources: Your Email Contact List, Social Media, Website Traffic

Content: Sales Offer

Follow-up: Sales Offer, Sales Counter-Offer

Relevant Questions

What's the minimum viable version of your product or service (e.g. the first module of a course, one month of coaching)?

What is the lowest price point for your MVP that can still net a profit?

What other content can you offer listeners (e.g. e-book, blog posts)?

Paid Webinar(s): Your lesson is the product.

Primary Goal: Generate revenue

Webinar Type: Paid, Live or Hybrid, Single or Series (depending on volume of content)

Traffic sources: Your Email Contact List, Website Traffic, Social Media (no paid ads)

Content: Educational

Follow-up: Webinar Invitation

Relevant Questions

What is the ultimate intended outcome for your attendees? What will they be able to do after your lesson?

What is the potential value in dollars of the above outcome? How will your webinar "pay for itself" from attendees' perspective?

Break your knowledge of the entire topic into multiple webinars using the 5 x 3 method: each webinar should include no more than 5 steps or main ideas, with three sub-steps or tips for each. How many webinars will this take?



Automated Webinar: Generate passive leads and sales with pre-recorded content.

Primary Goals: Grow email list, generate revenue

Webinar Type: Free, Single, Automated

Traffic sources: Your Email Contact List, Website Traffic, Social Media

Content: Educational, Sales Offer (Lower price tiers and trial offers only)

Follow-up: Sales offers, Sales Counter-Offers, Webinar Invitations

Relevant Questions

What audience pain point does your product or service address?

How can your audience address this pain point specifically using your product or service?

What bonuses can you offer new customers?

Free Series Webinar: Teach multiple lessons over several webinars

Primary Goals: Build authority, grow email contact list

Webinar Type: Free, Live or Hybrid, Series

Traffic sources: Your Email Contact List, Social Media, Website Traffic

Content: Educational, Interview, Sales Offer

Follow-up: Sales Offer, Sales Counter-Offer, Sales Webinar Invitation

Relevant Questions

What is the ultimate intended outcome for your attendees? What will they be able to do after your lesson?

Break your knowledge of the entire topic into multiple webinars using the 5 x 3 method: each webinar should include no more than 5 steps or main ideas, with three sub-steps or tips for each. How many webinars will this take?
