



WEBINAR STRATEGY GUIDE

PRACTICE

- Spend some time learning WebinarJam and how to use the platform effectively. It has many powerful features.
- Run through your webinar a few times before doing it live.

DURATION

- Keep webinars 20-30 minutes in length.
- Tell attendees that the webinar will only be X minutes in length, and they are going to want to stay until the end as you will be presenting them with some really valuable content and an amazing offer!

OFFERS

- For the first webinar that you do, we will have entered your offers in WebinarJam on your behalf.
- Be sure to use the offers in order to get people to take action, such as book an in-office visit.
- Feel free to present the offers only at the end, or in the middle of your webinar also in case people skip out early.