

I make people think. i make them laugh. I make them money.

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in Written By: Carol Roth

While hosting your own webinar or workshop can be a very valuable tool for your business, it can also be overwhelming. So, in order to help make that process a little easier, the CarolRoth.com contributor network of impressive entrepreneurs and experts have shared their top tips for running an effective webinar or workshop. Their answers are presented below in no particular order.

You may notice some similar insights, but I kept the concepts separate, as something in the way one is framed may resonate differently with you.



1. Keep 'Em Laughing!

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commercial all of these years later – it made us laugh. Your workshop or webinar needs to do the same. People learn and retain more easily when they are less stressed. Humor is the common denominator that cuts through the boredom, maximizes their attention and heightens recall. Do it through surprising images and headlines (if you're using PowerPoint) and wacky, obscure Dennis Miller-like metaphors that make people think!

Thanks to: Denise Dorman of WriteBrain Media.

2. Engaging Your Entire Audience



Oil and Water Don't Mix! Neither Do Sales and Marketing.

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workshop/webinar, be sure to construct them so that both your live audience and the audience watching from home or office can participate. You may need to construct each of them differently. After providing instructions to your live audience, next address the camera to give your web audience separate instructions if necessary.

Thanks to: Bill Corbett of Cooperative Kids LLC.



3. Make it Fun!

Seminars and workshops today are expensive. For someone to invest their hard earned money to sit with

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remember. Make
your sessions
interactive,
experiential
and...fun!

Participants will
remember you and
your message.

*Thanks to: Brad
Dude of Brad Dude
& Associates.*



4. Give Personable Reinforcement!

My ONE best tip for
running an
effective webinar
or workshop is to
be as personable
as possible,
keeping in mind
that it is a given
that you are
professional and
prepared. There is
nothing more of a
turn off than
listening to a
webinar or
workshop and you
feel that the ONLY
reason why you

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money. However, by being genuinely personable, it sends a positive message that what you are doing goes far beyond just getting a SALE, but rather, it is a life investment.

Thanks to: Kevin Benton of Kevin Benton Ministries.



5. Content is King

Effective webinars and/or workshops need to be content rich, creating value for the participants such that they can take what they learn and make a difference in their lives, both professionally and personally.

Thanks to: Rosanne Dausilio PhD of Human

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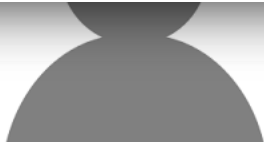


6. KISS

Keep it Short and Simple. Your topic can essentially sound like a foreign language to your audience. Speak slowly. Be visual either with your actual presentation (powerpoint, download/hand-outs, props, white board illustrations) or with your WORDS. Use illustrations and stories that your audience can relate to (you want to see that "ah ha!" look in their eyes!). Stick to 3 to 5 main points and go back and review those main points at the end.

Thanks to: Shelley Ellis of Online Performance Marketing.

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Workshops should have participants work on solving case study problems, should guide participants in practicing specific skills improvement, should offer take away guidelines regarding principles learned for future reference, and include extensive Q & A sessions.



Thanks to: Leonard Scott of Leonard Scott & Company.



8. "Adults" Are "Children"!

It is a fact that the attention span of the adult is very little different than the attention span of children! After 10 minutes (sometimes five), the mind starts to

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how long your webinar is going to be and keep it under 30 minutes max.

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2. Keep participants ACTIVE throughout the entire presentation by engaging them in discussion that allows them to share ideas and expertise.

3. Include color exhibits. Color stimulates thinking.

Thanks to: Sheila Van Houten of New Light Consulting Corporation.



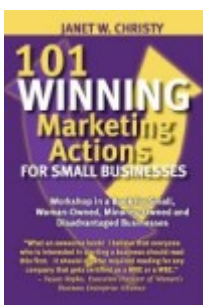
9. Deliver Takeaway Value

I want my audiences to leave with value they can apply right away. I create short group activities where

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away. I walk them through creating a brand or a press release for their business. I also give them a hand out with partially filled out notes so that they have to listen actively to fill in the missing keyword. When they leave, they have a very clear set of notes and something useful to apply to their business. It's about delivering value.

Thanks to: John Paul Engel of Project Be The Change.



10. No Response - Dead Audience

Measure the responses of the audience to be sure they are understanding and

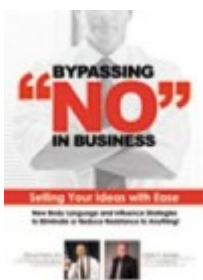


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get lost or don't see relevance to them, then you won't have an opportunity for additional business or repeat participants. If the workshop is in person, watch the body language. If you do a webinar, incorporate a way for the audience to participate -- ask questions, provide input, and let you know that they are "getting it".

Thanks to: Janet Christy of Leverage & Development, LLC.



11. Simple and Involved

Always involve the participants; use the 2:1 rule: you have two ears, one mouth, so use them in the same ratio. On Webinars,

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picture rather than lots of lists and bullet points. Engage the participants online in creative ways through chat or even open lines. I've coached participants during Webinars and it works! When doing slides, use highlighter markers for added action that keeps people engaged.

In workshops, always have an activity to engage!

Thanks to: Harlan Goerger of H. Goerger & Assoc dba AskHG.com.



12. Start it Off Like a Rock Star

When the attendees enter the workshop...WOW them with the

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toy clappers, bubbles, or noise makers they'll use during the workshop. Have someone else introduce you and ask for applause, and then you enter the room or go to the front of the room with a lot of energy and smiles. Have everyone use clappers or bubbles to get things off with high energy and everything you say after that will seem more interesting.

Thanks to: Suzi Tozer of Unforgettable Parties...Without Bre.



13. It's Never About You!

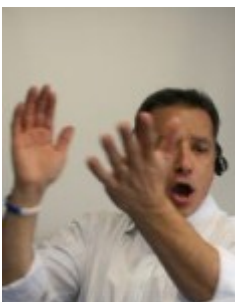
The most successful webinars will remember that the

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components. Make certain to keep them in mind when planning your agenda and comments. Keep introductions and sales pitches short and to the point. Make sure you provide valuable content that will keep your audience interested and attentive. Make their interests your priority and you'll be rewarded with a grateful and responsive audience!

Thanks to: Phyllis Nichols of SoundAdvice Sales And Marketing.



14. Make Them Do What You Want

When we do a Webinar or

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Repeat Phrases, and Stand Up, just like if they were attending a regular event. "Motion Equals Emotion." If you want to double or triple your audience's enjoyment, engagement, and closing ratio, get them moving.

Thanks to: Bert Martinez of Bert Martinez Communications.



15. Effective Webinar or Seminar

When having a collaborative seminar (the topic does not have to be art related), I have found having butcher paper, colored pens and even other art materials available at each table helps with the creative

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time, even from people not directly involved in the seminar problem/solution process. I have seen some amazing thoughts come out of this process during a seminar.



Thanks to: Shawna Bell of Nerds On Call.



16. It's About the Audience

So many times, I've listened to webinars or watched presentations and it's been death by powerpoint! Remember your audience. I know there are points we all need to make, but don't turn them into boring lectures or the audience will be off! If not physically checked

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get better with
each presentation
and workshop you
put on.

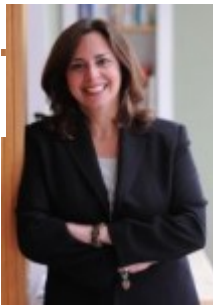
*Thanks to: Kellie
Auld of Simply
Communicating.*

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17. Balance You and Them

Make sure that in every workshop or webinar, you achieve the critical balance between an authentic, personal sharing of stories that illustrate your points, along with concrete tips, solutions and strategies that will move your audience forward. Too much personal info – you come across narcissistic and self-focused. Too little personal connection – you're bland, detached,

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empowered and entertained. Strike a balance!

Thanks to: Kathy Caprino of Ellia Communications.



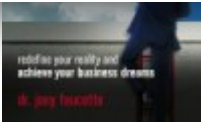
18. Inject Humor, Please

I've run numerous webinars in the past and found that as long as we kept things funny here and there, our audience stuck around. As soon as things began to turn hum-drum and long winded, people dropped off. Great information + a little funny = a winning combination.

Thanks to: Shara Lawrence-Weiss of Mommy Perks.

19. It's About Them

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you. It's about them—the people investing time, energy, & money in the learning. You are the bridge builder, spanning the gap between what they know & what they want to know. Start where they are. Drill your pillars/points with stories that they catch quickly. Pave the path with information that starts with the familiar, makes them think about the unfamiliar, & begin to accept it. Resist the urge to assume you are "them" & watch wisdom grow!

*Thanks to: Dr. Joey
Faucette of Listen
to Life.*

20. Top of Mind



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Something of value they learned and that is concise enough to easily share with others; 2) Call to action to continue their relationship with you -- for example, signing up for a free ezine or for a follow-up paid webinar. While it may appear in a webinar that these two ideas would obviously be covered, they often are not unless the presenter plans ahead to deliver these in a clearly understandable format.

Thanks to: Phyllis Zimblor Miller of Miller Mosaic, LLC.



21. Making Seminars Shine

Make them interactive. People

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involved.

*Thanks to: Lewis
Harrison of The
Academy of
Natural Healing.*

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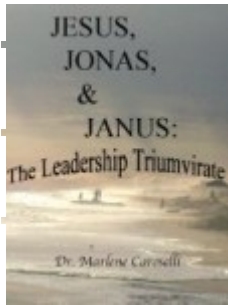


22. SEEING is Believing!

My most successful webinars and workshops have come from those where we offered visual and audio aids. The offering of Powerpoint presentations and the availability of audio presence for those who required mobility increased our audience participation and awareness. We found that these two key pieces moved us from having a few participants to hundreds of participants. Replay availability is also the finishing

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*Thanks to: Sherell
Edwards of The
Christian Women's
Leadership Ex.*



23. Workshops that Work

Want your workshops to work? Then you have to make participants work! Straight lecturing leads straight to soporific responses in attendees. So, stop talking and start walking around to help them with activities. The best rule-of-thumb is for the workshop leader to provide ten-minute doses of knowledge. These mini-lectures are then followed by activities to help participants inculcate what

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*THANKS TO: MARLENE
Caroselli of Center
for Professional
Development.*



24. Provide Handouts

Yes, handouts. Especially when teaching an online class, but for all workshops it is important to provide handouts for your attendees. We all learn differently. Some of us are auditory, some visual and others tactile. As a successful trainer, you need to include information for all learning styles. By providing a handout, you not only provide a take-away from the training, but you can significantly increase the learning (retention) of your attendees.

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Customer.



25. Go Spastic Before the Fact

I am a ditsy detail person. It's a standing joke that before any workshop, seminar or webinar, I go nuts about dotting the eyes and crossing the Ts... Everything is on lists and everything I can think of needing has been put in boxes weeks before the event. Because once Murphy's Law goes into effect at the workshop, it's a bad time to discover that you left the microphones at the office.

Thanks to: Joan Meijer of Suzy Prudden Presents.

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1. Visual aids should have only 5 (tops) BIG font lines of writing per slide (PP).

2. Introduce only 3 major ideas an hour; your job is to make learning EASY.

3. At the end of each segment, have each person write down the 3 best things that they learned.

Use BIG fonts, easy chunks of learning, and self-reporting on what worked.

Thanks to: Sally Franz of Geronto Communications.

27. Give the Gift of Content

The best way to run a successful webinar or



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Personalize your presentation as much as possible, offer related content, be interactive and give action items to attendees. Offering a useful "takeaway" like a checklist, will make the entire experience memorable and will bring them back for more.

Thanks to: Emily Carter of Grass Roots Marketing, Inc.



28. Stretch Break!

When I'm running a longer webinar (over 45 minutes), I like to give people a "stretch break" in the middle. It wakes them up, reinvigorates me and refreshes them for the second half. I have a slide with a

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memorable and interesting, too.

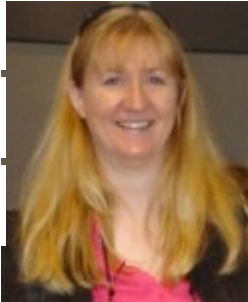
Thanks to: Erin Ferree of BrandStyle Design.

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29. It's Not About the Slides

Don't fall in love with your slides, handouts or script. It's great to be prepared, but remember that the workshop is about content and not materials. Be ready to answer challenging questions or to tell a spontaneous story to illustrate a point. You can always refocus back to the main ideas and themes, but a good presenter is flexible and responsive. Projectors break and computers jam, so you must

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dressing--your
expertise is the
substance.

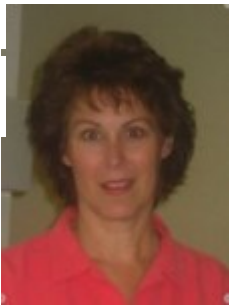
*Thanks to: Karen
Southall Watts of
Karen Southall
Watts.*

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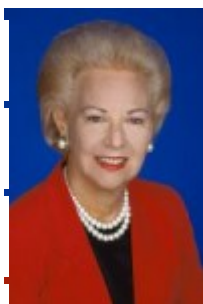


30. Getting People Who've Registered

Send multiple reminders to boost your attendance levels at a webinar. Many times, people will sign up, but then they don't attend. Did they forget or what? Sending multiple email reminders and calling pre-registered attendees will help boost attendance. Also, adding a link with "Add this to your calendar" will add a reminder to their calendar programs, warning

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*Thanks to: Becky
Boyd of MediaFirst
PR.*



31. Webinars or Workshops

People are multi-tasking all of the time now and that includes while watching a webinar or attending a workshop.

Therefore, the same old, same old doesn't work anymore. Get people involved through groups in workshops where they report back or online through voting or asking questions. Make both dynamic, innovative, participative, and exciting or they will be distracted by the next shiny object. People are texting while they

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while watching a webinar.

Thanks to: Gayle Carson of Carson Research Center.



32. Stand Up and Be Heard

You be the show. Know your stuff cold and be able to interact spontaneously. DO NOT have to rely on AV. YOU be the show!!!

Thanks to: Bob Bevard of BB&A Seminars and Training.



33. Frequent Engagement

When performing a webinar or workshop, the foremost consideration during your presentation is to include frequent and varied



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This can be done by using some online tools and in classroom applications that work well to keep your participants focused and participating. While online, try launching a poll or surveys frequently or ask chat questions. In workshops, use team exercises and active role playing to make greater connections to the material.

Thanks to: Myles Miller of LeadUP & Learning Breaks & Success.

34. "Hands On"



What I've Found to be successful when running an Osteopathic Manipulation Seminar can be

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attendees to participate in a "hands on" way. Engage the participants in multiple ways through touch, listening and speaking. Accomplish active learning and immediate practice of what has been demonstrated. Break down your presentation to several key points. Intersperse your seminar with multiple breakout sessions to practice each technique.

Thanks to: Paul Scheatzle of Bailey Rehabilitation.



35. A Better Way to Engage

A better way to engage in a

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effectiveness is to interact with your attendees, because they are potential clients.

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*Thanks to: Sharron
Dark of Serving
Your Unmet Needs.*

36. Teach the "How to"

Know the needs of your target audience. I help small businesses improve their bottom lines. I promote my seminars as "Best Business Practices to Improve the Bottom Line". I teach not only the "what" they need to be doing, but the "how to" as well. Knowing what to do is nice, but knowing how to do it is priceless.

*Thanks to: Robert
Papes of Papes*

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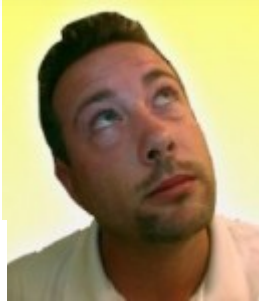
Interactive and Engaging

How many webinars have I sat in on where the person drones on for 55 minutes and then wants to answer questions? By that time, I am either fast asleep, have signed off, or don't care.

The trick to being an effective presenter is the ability to be interactive and engaging. Monitor the questions and answer them as they appear. Be flexible with your subject matter and keep your slides to a minimum. Find out what motivates your audience with a pre-webinar survey and adjust accordingly.



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38. Live Interaction!

Ask attendees for feedback and for their answers to questions during the webinar. Ask them to email their responses to an email address (one set up for this purpose).

As the answers come in, read them back to the audience and comment on them. It's a FANTASTIC way to get high-level interaction and engagement. Encouraging the interaction makes the event much more meaningful over the typical narration-style webinar.

Thanks to: Damion Rutherford of Contractor-

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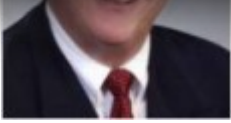
39. I Could Find it on a Blog

I have suffered through many webinars whose content has been published on numerous blogs. I end up shutting it off after 5 minutes and just reading the content at my convenience. Give them something they aren't going to find anywhere else. Rather than just rehashing what's already out there, set yourself apart. It is much more of a challenge to keep an audience captivated when the presentation is online.

Thanks to: Mike Saxton of Sagido Publishing.

40. Are Your Attendees in

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that you will encounter a new set of challenges as host. A survey by LearningWare Inc showed that attendees' minds and bodies may be elsewhere during webinars.

The survey confirmed that: 35% of attendees had gone to the bathroom during a webinar.

81% of attendees check email during webinars.

With the lack of a face-to-face connection, keeping the attention of your audience just may prove to be more difficult than during a traditional meeting.

*Thanks to: Bill Todd
of Immediate
Impact Sales
Training.*



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IS... Promotion

Suggestion: Don't spend any time promoting *yourself/your company* in a workshop - with the exception of a "where you can find me/us" at the beginning/end of the presentation/slideshow. Instead, spend the session giving the participants very useful, practical and unique information. Assuming your content is excellent, the workshop itself will be a showcase of your knowledge and there'll be no reason to do any hard (or even soft) selling.

Thanks to: Monica Hamburg of [monicahamburg.wordpress.com](https://www.monicahamburg.wordpress.com).



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a student, not just
an
instructor/presenter!

Enter the
classroom early
and make sure that
everything is
working: Can you
see yourself on the
video? How about
the audio - is it
garbled? How do
your slides look?
Send yourself a
question from your
student persona.

If you have time for
a dry run the day
before, great ... but
you still need to
test everything
before you launch
your webinar live.

*Thanks to: Terry
Doherty of Mom's
Choice Awards.*

43. Test First!

If your webinar
involves video, you



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connections on the actual hardware and network to be used in the webinar at least one week in advance. This will give you time to correct problems that might arise in video connectivity.

Thanks to: Greg Pulier of MediaPlatform, Inc.



44. Get to Know Your Audience

Whenever possible, I try to walk around, meet people, find out a bit about them and why they came--and then refer back to one or two of them during my speech. You can do this in a webinar too, using the question tool or unmuting people.

Thanks to: Shel Horowitz of Green

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From the Heart

When you genuinely come from the heart with the desire to be of service to your audience, they feel it energetically. They feel you care about them. When they feel that you care, they care more about what you have to say. If, however, you come from a place of professionally staging the event but lack the heart, the audience feels manipulated. Even if on an unconscious basis, this lack of connection will cause the audience to disengage because they feel the insincerity.

Thanks to: Joy Pedersen of Express



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the Clowns - Or Don't!

Workshops or webinars need to be real. If you're really a funny person, let your personality shine. If you're not funny, don't tell jokes. It will come off stiff, corny and BORING. Be friendly, upbeat and let your content pave the way for a workshop or webinar that people will enjoy and remember. Workshops are great ways to find new business, but you won't sign a single client if you don't present well. Be yourself. Be real. And of course, make your content compelling to your audience.

*Thanks to: Mark
Alyn of Mark Alyn*



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47. Fill Your Webinars Fast!

Create urgency for your fee based webinar registration by sending an email to your subscriber list. Alert your subscribers of the free or reduced webinar admission for the first 3 people that respond to the email. Many people may respond to the offer. You may offer a lesser discount or a coupon to future webinars to people who responded, but didn't meet the deadline. Create additional income by recording your webinars to sell in the future.

*Thanks to:
Cinnamon McCann
of The Stiletto
Series.*



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Recipe

Your webinar should have only your best actionable tactics, and it should not have a sales pitch of any kind. If your webinar content is that good, your pitch should come afterwards and separately.

Show your webinar attendees that you can deliver pure value. Follow that up with a one-on-one call in which you uncover their pain. If your service can deliver value that far exceeds your fee, then make an offer.

The Winning Webinar Recipe is a pitch-free webinar!

*Thanks to: Jay Estis
of The Strategic
Equity Network, Inc..*



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improving attendance? Send a short 'Our Webinar Is Today' email reminder that includes the highlights at least 6 hours in advance of the start time.



It may seem simple, but in our fast paced world, a timely email reminder can capture even the busiest audience members.

Thanks to: Kelly Isley of Corcoran Associates.



50. It's All About the Details

The number one thing to remember about running events is all about your integrity and doing what you say you will do when you say you will do

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you give your attendees a schedule, try to follow it as closely as you can and if you can't, then talk about it with the group. Your integrity is on the line here and if your attendees can trust you for the little things, then they know they can do the same for the big stuff. It's about respect!

Thanks to: Diane Conklin of Complete Marketing Systems.



51. Get 'Em Engaged B4 You Start!

It's critically important to know your audience. However, it's equally important to get and keep them engaged. Sending out a few

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you tailor your material to what the audience cares about most. It can also start a great dialogue and relationship with a few folks so you have someone to interact with and reference during the actual seminar.

Thanks to: Elene Cafasso of Enerpace, Inc. Executive Coaching.



52. I Failed Fabulously!

Expect failure. Expect that something is going to go wrong—technical issues, web issues, or sound issues. If you are giving a presentation, make sure that you have your backup and a back up to your backup. Do not rely

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that you know your material, so if everything fails, you still have your own knowledge of the subject.

Ultimately, people are there to hear you, not your fancy presentation, so when all else fails, you always have you!

Thanks to: Lauren MacEwen of SM Cubed.

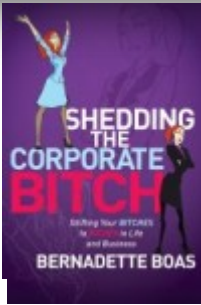


53. Reach, Don't Preach!

Do not underestimate how much your audience knows - giving them a chance to contribute is a lot more engaging than telling them what they already know.

Thanks to: Marie-Josée Shaar of

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54. Give Away Tips NOT Promotions!

Webinars and Workshops can be free or fee, but regardless of the price for admission, they have to be action packed, not slammed with upselling and promotions.

Every webinar or workshop should include Tips, Lessons Learned, Best Practices and even worksheets or other tools that the participant can use today for their business or life.

Give and you will receive!

Thanks to:

*Bernadette Boas of
Ball of Fire, Inc.*

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You'll gain more attendees (and ezine subscribers) when you create a Marketing Calendar for your business. In it, you'd list (among other marketing efforts for the year) all of the webinars you plan for the next year. You'll put this same information on your website and on any marketing materials you publish. When you speak, provide the website for your speaking calendar. Your events can also be added to Facebook and LinkedIn and a variety of webinar marketing websites, too.

Thanks to: Maria Marsala of Elevating Your Business.



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Did I walk into a writing class instead of a workshop? Why am I seeing slides of endless words, with a presenter monotonously reading them? Interaction is the key for a successful workshop - so connect with your audience, ask them questions, and engage them. Make it lively - use pictures whenever possible. Don't make it academic - use real life examples and ask for examples from your audience. Lighten up - a couple of funny anecdotes will break the ice, contributing to the success of your workshop.

*Thanks to: Tatiana
Jadgal of Uniqqa*

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Own it.

If you make a mistake, OWN it. Mistakes are inevitable. Maybe you forgot an idea. Software malfunctions. You made a Freudian slip. The slide text says "pubic area" not "public area." You use an offensive ethnic reference. You misidentify the CEO. Ouch. But don't ignore it. Embrace your foible. Openly acknowledge the learning moment. Don't point fingers – it's your responsibility, your stage. Owning your mistake makes you look more engaged, not less. The audience will like you better for it.

*Thanks to: Deb
Volberg Pagnotta
of Interfacet, Inc.*



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Workshop Nerves

Your feelings of nervousness can affect the effectiveness of your workshop. Leave all of your issues outside the workshop room door. The workshop is NOT about you, it is about each and every person in your audience. So, instead of focusing on how nervous you are feeling and exacerbating those feelings, tell yourself that the workshop is not about you and focus on the needs of your audience.

Your workshop is about your audience. Remember, when you feel nervous, focus on the needs of your audience.



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59. Workshop and Webinar Tips

It depends on the length and purpose of the workshop, as these would govern the type of session. You may only need an hour, but two hours can cover more. Be focused. List what you want to say and then expand on it using examples. If you are giving a workshop on customer service issues, you might want to talk about what constitutes quality service, customer concerns, give examples of those, let the discussions begin, and allow people to pose questions for clarification.

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Advocate.



60. Add Value!!

After practicing loan modifications and foreclosure defense for the past two years, I am realizing that people don't want to be sold on a bunch of products and services. They want knowledge and information. They want to know that this company knows its stuff and that they can be trusted. Webinars are a great way to do that, but only if you add value to the potential client's life. Give valuable, insider information that they can't find anywhere else and they won't go anywhere else!

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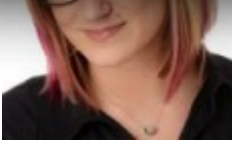
61. Lead with an A-ha Moment

I always throw out a difficult scenario to the audience right away. (What would you say to a customer whose car you just towed away? Or to an employee who just screamed at a customer?) Next – even with hundreds of people – I have them discuss what they would do with the people around them. Then, I go around with my mike (or chat screen), have fun with people's answers, and then give them **my** answer. And then, they are hooked.

Thanks to: Rich Gallagher of Point of Contact Group.



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another webinar...

Make it sound fun and exciting by hosting a virtual cocktail party or virtual luncheon. People are getting tired of the same ol' same ol' that everyone is doing. You must stand out in your market!

Thanks to: Alicia Rittenhouse of Alicia Rittenhouse.



63. Content is King

There are only so many ways to "dress up a pig." With webinars, there is one thing to remember: Content is king. The most basic elements for any successful webinar program are good content delivered by good presenters. All of the bells and

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keep them logged
in if the content
isn't educational,
useful and relevant.

*Thanks to: Dan
Roche of TalkPoint.*



Do you know another
webinar/workshop tip that wasn't
included? If you do, please share it
below. And as always, many thanks
to everyone that contributed to this
article!



Article written by Carol Roth

Follow @caroljsroth

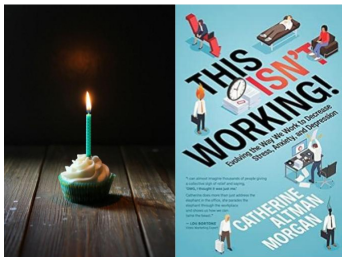
Carol Roth is a national media personality, 'recovering' investment banker, investor, speaker and author of the New York Times bestselling book, *The Entrepreneur Equation*. She is a judge on the Mark Burnett (Shark Tank, The Voice, Survivor, The Apprentice) produced technology competition series, *America's Greatest Makers*, airing on TBS and Host of Microsoft's Office Small Business Academy show. Previously, Carol was the host and co-producer of *The Noon Show*, a current events talk show on WGN Radio, one of the top stations in the country, and a

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multimedia commentary covers business and the economy, current events, politics and pop culture topics. Carol has helped her clients complete more than \$2 billion in capital raising and M&A transactions. She is a Top 100 Small Business Influencer (2011-2015) and has her own action figure. Twitter: @CarolJSRoth



Latest Posts:



My Book Was Published One Year Ago

Written By: Catherine Morgan

My book was published one year ago yesterday. Yes, my brain child; This Isn't Working! Evolving the Way We Work to Decrease Stress, Anxiety, and Depression; was published on January 31, 2023. And oh what a year it has been... I started out all starry eyed and filled with excitement and

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supportive. My blurbs were fantastic. If you don't know, I dedicated my book to Carol Roth. Without her and her support, it would not have been possible. Here is what Carol said about This Isn't Working! Yes, Carol said...



My Coaching Group as a Proxy

Written By: Catherine Morgan

As renowned coach Martha Beck said in this article, "As every life coach knows, the way we do anything is the way we do everything." One of the best things I have done for me and for my clients is create a job search coaching group that meets twice a week. We meet twice instead of once so people won't have to spend more than 3 days in a bad headspace. After almost three years,

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get a ton of
support and value.
I have been
wanting...



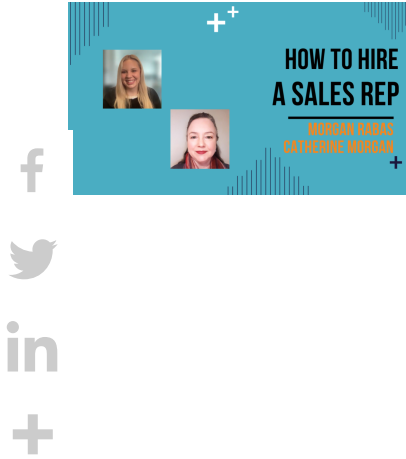
Inside Scoop on Running a Doggy Daycare with Bob Duncan

Written By: Catherine Morgan

If you love dogs, you may have thought about being in a business where you could spend more of your time with dogs. You may have even considered starting a dog walking service or a dog grooming business – or maybe even a doggy daycare. I put on my consultant hat and talked with Bob Duncan who is the owner of Dog Days of West Hartford in Connecticut. Duncan shared how a corporate downsizing led him to buying an existing business where he had been a customer. This

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He...



Morgan Rabas on How to Hire the Right Sales Rep for Your Business

Written By: Catherine Morgan

In this video, I put on my business consultant hat and talked with sales leader Morgan Rabas, who shared her best advice for how small business owners can hire the right sales rep. We began our conversation talking about what you need to know in your business before you hire a sales rep. You have to be realistic regarding the current state of lead generation and understand your lead conversion rates in order to set reasonable expectations and appropriate compensation for the sales rep. We talked about the

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Small Business Using AI in 2024

Written By: Chuks Chukwuemeka

2023 was a banger for artificial intelligence (AI), as the technology spread like wildfire, penetrating all aspects of human endeavor. 2024 is here and predictions are that it will play a major role in the business world, especially in the United States, as small businesses are expected to leverage it to grow at a faster rate. You probably have heard of AI, but you may not know how it can help you as a small business owner. In this post, I will share 5 different ways you can grow your business in 2024 using AI. 1. Customer Insight ...



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