

# Creating Powerful Online Presentations and Webinars

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*A Step-by-Step Business Success Guide*

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*World's Easiest Online Meetings*

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## Introduction: Face-to-Face Content

The Web has changed how we consume content. No longer do we have to visit the library for hard-to-find information. Thanks to search engines, a world of knowledge is **at our fingertips**.

And no longer do we have to travel long distances for face-to-face communication. Videoconferencing lets us address audiences **from right where we are**.

### Meeting customers where they are

Make no mistake — there's nothing like being there in person. That's why conferences, conventions and trade shows are more popular than ever.

People still crave **personal contact**.

But for convenience and cost-savings, videoconferencing is unbeatable — almost like being there in person.

So smart marketers use live events as the beginning of a great relationship, not the end. And videoconferencing is the perfect follow-up tool.

### If you're new to videoconferencing

This book is a guide to help you explore the **unlimited possibilities** of webinars.

And even if you're an experienced webinar producer, this book may open up new ways to make your webinars **remarkable**.

### Improving as you go

Don't feel you have to master everything about videoconferencing at the very beginning. On the contrary, the ClickMeeting platform is ready to go **as-is**. You can be videoconferencing minutes after you join.

But you'll find that your audiences become more loyal when you continually deliver new ideas — and existing ideas in a more **exciting format**.

### Improvements audiences love

Even small touches — like adding your company logo to your meeting room — can help your audience **feel more at home**.

And big changes — like transforming your presentation slides from text-heavy documents to visually exciting support tools — can inspire audiences to **share your message** with their own networks. Viral marketing at its best.

But first things first. *Let's talk about the big picture . . .*

## Chapter One

### The Growing Popularity of Videoconferencing

If you're an employee of a large organization, you may need to convince others that videoconferencing is **good for the bottom line**.

And even if you're an individual entrepreneur, you still need to justify adding videoconferencing to your operation.

So here's the ammunition you need to persuade your boss, even if that boss is the toughest one of all — *YOU!*

#### 1. Webinars extend your reach

If you have a product or service to promote, nothing gives you more **exposure** than a webinar. You can reach out to literally millions of people all over the world.

If your webinar marketing techniques are **effective**, you can easily find yourself with a packed house, and that can lead to tons of business in the long run.

#### 2. Webinars are good for buyers

Buyers can **learn about products** without having to deal with salespeople. A recent survey found that **86%** of all viewers will watch as many or more webinars in the next year than they did in the past year.

Another survey showed that **83%** found webinars convenient, **66%** time-effective, and only **7%** found webinars a waste of time. These surveys clearly show that webinars are highly **effective** and **convenient** for buyers.

#### 3. Webinars increase sales

The purchase of expensive products and services usually requires budget requests and management approval. This sometimes takes more time and complexity than buyers want to deal with.

Webinars are a quick and efficient way to **educate and persuade** those who are interested in purchasing your goods.

#### 4. Webinars save money

According to research, 61% of all companies are using webinars to reduce the number of in-person events. Studies say that some companies who launched webinar programs **saved 75%** on event expenses.

Webinars can cost less than 25 cents per minute. That is much more **cost-effective** than providing transportation for presenters, renting a conference room and equipment, and providing refreshments.

#### 5. Webinars reach more people

Many business people, including advocates and decision makers, don't have the time or inclination to attend conferences and trade shows.

Webinars allow them to listen when they wish, especially if it has been **pre-recorded** so they can watch at their convenience. Your audience and presenters can simply participate from their desks or their home offices.

#### 6. Webinars require less time

It's easier to get attendees to commit to attending your webinar when it is only **about an hour**. This is more appealing than sitting through a daunting conference that lasts hours.

Now that you're clear on the "why" of videoconferencing, *let's talk about the "what" . . .*

## Chapter Two

### 5 Ways Webinars Help Grow Your Business

If your job involves a lot of travel, it's easy to forget how amazing it is to fly in a plane. There's magic in the moment of liftoff, as you soar into the clouds.

Videoconferencing is like that. It quickly becomes an accepted part of your life. And you forget how cool it is to meet face-to-face online with people from all over the world.

But webinars are more than just the latest sparkly technology out to grab your attention. Done right, webinars become an impressive **profit center**.

Here's how the pros use webinars to **drive the bottom line**.

#### 1. Boost lead generation

Provide **relevant content** to your target market with webinars. Participants can hear your compelling message straight from you and get **instant answers** to questions.

By offering a remarkable webinar, you can generate qualified **leads**, increase **sales** and create marketing **buzz**.

#### 2. Energize product launches

Use an interactive webinar to show off the **features and benefits** of your product or service, even to participants on the other side of the world.

Webinar **costs are low**, especially compared to other types of promotion, and can make the difference in whether your launch flops or flies.

#### 3. Spice-up product demos

Provide frequent live webinars that offer a personalized walkthrough of your product, so prospects can **visualize** how it could help them.

People love to find out how your product or service works, and it gets them excited about you and your business.

#### 4. Enliven training

What better way to teach employees, volunteers, customers and students than with a **live webinar**? And thanks to the polling feature, you can instantly

find out how much attendees are learning, to evaluate the **effectiveness** of your webinar.

## **5. Empower customer communication**

Through the power of webinars, businesses of all size can engage with their customers online. You never know when a random comment or question might spark an idea for a **new way to serve** those in your market.

By build personal relationships with your customers, you can learn more about their needs then develop ways to satisfy those needs **profitably**.

Every relationship begins with a single encounter. So before we get to sophisticated techniques, *let's review the bare basics . . .*



## Chapter Three

### Quick Planning Tips

Banish the belief that your presentation has to be perfect.

*“Speed is more important than perfection.”*

So keep your eye on the big picture; you can perfect all the little details over time. Here are simple tips to get you off to a fast start.

#### **Tip 1: Define the goal of your webinar.**

Do you want to make a **sales presentation** to a large group of potential clients or perhaps just focus on gaining one big account?

Do you want to host a **live** presentation or **record** it for download availability?

Is the event **free** or is it offered as an educational product for **sale** or as a **bonus** for subscribers?

#### **Tip 2: Market your webinar.**

The only way **webinar marketing** is successful, as far as achieving your goals, is if you gain enough prospects, clients or buyers. Obviously you have to put some thought and effort into marketing the event.

Start with your current subscribers and send them an **email announcement**. If you plan to charge for the webinar, offer them an exclusive discount with a deadline to encourage them to sign up quickly.

Add an **opt-in form** on your web page(s). This is a great way to get interested visitors to attend or buy the webinar. It also adds them to your mailing list by requiring a name and email address along with appropriate opt-in verbiage.

Write a **press release** announcing the upcoming event and submit it to several aggregation sites.

Announce the upcoming webinar via **social media**.

#### **Tip 3: Follow through.**

After a webinar, you have a perfect opportunity to communicate with the registrants and **build relationships**.

Prepare a message to attendees and a separate message to registrants who missed out. Provide a link for those who missed the webinar, so they can watch later. A recorded webinar on your website is a marketing asset you can use to **attract even more visitors**.

## **Foundation for content**

Notice we didn't even talk about content yet. Too many webinar beginners dive into content production *too early*.

The danger is that you'll leave out the most important element — *your audience*.

So make sure you're clear on the audience you want to **attract**. Then ask yourself how you can **help them**.

That reduces the risk that you'll waste time developing content that's *interesting but not useful*.

But you won't make that mistake. As long as you're focused on **creating value** for your audience, you'll design content that fills a very important need — *improving the lives or businesses of your audience*.

*Now let's talk about designing your content . . .*

## Chapter Four

### 5 Ways to Make Your Webinar More Memorable

A webinar can bring you great business opportunities. So you go to great lengths to make your presentation clear and organized. But remember this: *just because people understand your message, that doesn't mean they'll remember it.* So how do you **make sure** they remember? Practice these 5 surefire techniques.

People remember certain parts of any presentation better than others. So take advantage of those natural “*sweet spots.*”

#### 1. The Beginning

Psychologists coined a term called **primacy**. It means that, if you tell someone five ideas, their chances of remembering the first idea are much higher than remembering the third or fourth idea.

And yet, many webinar presenters squander these memorable first moments by announcing that they're waiting a few more minutes for more people to arrive. Or, worse, they apologize for not starting on time due to a technological glitch or organizational snafu.

With ClickWebinar Cloud technology, you don't have to worry about glitches. But make sure you organize your meeting in advance, so you **don't waste precious time at the beginning.**

*And think of a fascinating idea* to get your webinar off to a powerful beginning.

#### 2. The End

Why do people remember the end so clearly? It's due to another psychological effect called **recency**. The end is the last thing they hear, so when they leave your webinar, it's the most recent idea in their mind.

That gives you a clue about how to **juice-up your call to action**. If you place it near the end, after a buildup of logical argument and emotional excitement, your attendees will remember all of your positive points as they make their decision.

### 3. Weird Stuff

In the middle of your presentation, when attention lags and memory reaches its low point, you need to work a little harder to help attendees remember.

Now if you pass the microphone to a **two-headed purple chicken**, people will surely remember what the chicken says. I know what you're thinking: chickens can't talk. Not true. Two-headed purple chickens talk just fine

But you don't need to bring weird pets to your webinar. Instead, dream up a visually exciting metaphor to nail your point: maybe your product is so good that it works even on a two-headed purple chicken.

There's only one rule: the weirder the better. Up to a point.

### 4. Repeat and Repeat

Did you ever notice in TV and radio ads how they repeat the phone number about nine times? Yes, it's annoying, but it increases the likelihood that people will **understand AND remember** it.

And not just in calls to action. Think of important **keywords** and repeat them. Well, not one after the other, of course. Sprinkle them in statements throughout the presentation.

### 5. Get Them Involved

Webinar attendees can become passive. But people remember better when they are fully engaged. So get creative. Grab these built-in ClickWebinar tools and start using them:

- Collect questions for Q&A using the **Chat** feature.
- **Pass the camera and microphone** to a guest or even to a participant; (better set that up in advance.)
- Query your audience with the built-in online **Polling** feature. Announce results instantly!
- Play a brief **YouTube video** of a customer giving a testimonial.
- **Speak to participants** by name, to create a small-meeting feeling in a large group.

### Enjoyable Webinars

Plan your presentations with these in mind. You'll have more fun, and so will your audience. And best of all, they'll remember your presentation.

Ready to deliver your great presentation? First, a word of caution.

Certain things are a turn-off for audiences. So let's talk about a few things mistakes that can spoil your webinar — *mistakes that are easy to avoid* . . .

## Chapter Five

### Top 5 Videoconferencing Mistakes to Avoid

There's a process involved in achieving your goals during a presentation. Here are the most common webinar mistakes and **how to avoid them**.

#### 1. Unprofessional Appearance

Do not—under any circumstances—consider an online meeting **less important than** a traditional face-to-face session. Don't permit yourself to show up underdressed, without brushing your hair, or skipping your usual grooming or makeup.

Taking care of these details definitely will help you come across as a **responsible and trustworthy person**, who can work just as well from a remote location as from the office.

Just because the resolution in the view of such a meeting is lower than in a live meeting, *never underestimate the importance of your appearance*.

#### 2. Inappropriate Background

Choose the right setting for your online meeting participation. Make sure it enhances your polished and professional appearance.

*This means you shouldn't meet from your bed, for example.*

A background that is neat, clean and free of interruptions helps ensure a **smoother flow of your presentation**.

#### 3. Showing up late for a videoconference

There's no excuse for showing up late to a videoconference. Advance preparation enables you to **avoid looking rushed**.

Since you are the one who leads a meeting, you need to *stay in control of it from beginning to end*.

#### 4. Inappropriate manners and body language

**Mind your manners** at all times while on camera. Don't eat or chew gum during your videoconference.

Avoid yawning, crossing your arms, looking from side to side or rocking in your chair. Remember that you are on video, and even if you aren't one of the main speakers, *people could be paying attention to you.*

## **5. Doing other work during a videoconference**

*Remember:* in a videoconference, people can not only hear you typing, they can also see it. You never know when you'll be asked for input, so **stay focused on the meeting** at all times to avoid being caught doing something else.

Now you know what to avoid. So what do you do during the webinar? In the next chapter, the focus is on engagement. *Here's how to make sure your audience gets maximum value from your presentation . . .*

## Chapter Six

### 3 Cool Ways to Keep Attendees Engaged

The danger in online meetings is that people think of them as passive events — a way to absorb information. So unless you're an amazingly delightful presenter, you can lose listeners. In a long meeting, even *"amazingly delightful"* can stop working

Let's explore 3 ways to keep their attention.

#### 1. Get Their Opinion

**Instant Polling** is a cool way to interact with your audience, but it takes just a little bit of preparation. When you're done, here's how the audience sees it.

You're presenting your webinar about multi-color widgets, and you say something like, *"So, what's your favorite color widget?"* Each attendee sees the question onscreen, with three choices to click. So everyone clicks their favorite color. Moments later, you give feedback: *"OK, 42% of you prefer blue widgets."*

#### 2. Do a Reality Check

For ad hoc feedback, take an informal vote using the Chat feature.

Just ask a question (verbally) and tell attendees to reply using the **Chat** box. As attendees reply, their names and answers scroll into view in real-time — just for you.

For a personalized effect, call out a few names and answers: *"Mary votes blue; John votes red."* Attendees enjoy hearing their name and like finding out how others answer.

One effective way to use this is to simply ask, *"Does anyone need help understanding this point? Type 'Yes' if you need more details."* The answers aren't tabulated or recorded, but you get immediate feedback about how the meeting should proceed.

**Selling Tip:** For online sales presentations, ask questions to get a series of *"small yeses"* that lead up to the call-to-action (CTA) at the end, where you hope to get a *"big yes"* from as many people as possible.

### 3. Q & A

It's worthwhile to save some time at the end of the meeting for questions.

In addition, you can stop at key places during the meeting and ask your audience to submit their questions using the **Chat** feature. This lets you clarify relevant questions on the spot. Or if a question is off-point, you can save it for the Q & A session at the end.

Why do you want them to ask questions?

For one thing, to make sure they're still awake and questions indicate that your audience is interested in your content.

So the more questions, *the more interest!*

Still feeling a little uncomfortable about your presentation skills? *Then let's review ways to boost your confidence and make you a more powerful presenter . . .*



## Chapter Seven

### Get Your “Self” Ready for Webinar Success

Even the world’s greatest car is only as good as the driver behind the wheel. And even the World’s Easiest Webinar software is only as good as the person who presents the webinar. Winning webinars have a secret ingredient — YOU! This chapter is about how you can **become a more successful presenter**.

In 1971, a researcher named Albert Mehrabian published a book called “*Silent Messages*.” In it, he reveals that:

- 55% of your message is projected by **non-verbal cues** like posture, eye contact and gestures.
- Another 38% comes across through your **tone of voice** and vocal inflections.
- Only 7% of you message arrives via your **content**.

And it makes sense. If you meet someone who is stiff and uptight, and who mumbles his words, it’s hard to listen to their message. On the other hand, we enjoy listening to a relaxed, cheerful person with a bubbly way of speaking. *OK, in the morning, I cheer and bubble a little less.*

#### Work on Content

Now don’t get me wrong. Make sure you polish your webinar content to perfection. And make sure it **provides value** for the *attendees*. But you already do that, don’t you? So let’s talk about the other 93%.

#### Work on Vocal Image

Now, maybe you don’t have a naturally lively voice. Does that mean you’re sunk? Not at all. Let’s review a few ideas to improve how you sound.

- **Pace yourself.** Rushing can make you sound frantic. Worse, you may sound insecure or unsure.
- **Keep it moving.** If you plod along too slowly, participants may grow bored and restless.
- **Pause.** If you need a moment to collect your thoughts, just take a relaxing deep breath. *Just don’t doze off*

- **Include variety.** If you get excited, speed up. If you feel thoughtful, slow down. Vary your volume too.
- **Express yourself.** A robotic voice puts listeners to sleep. So put a little more expression into your voice.

Now don't overdo these things, because it can begin to sound silly. Just tune your ear to the natural music in your voice. *And have a little fun :)*

## Work on Visual Image

This section is not about how to make yourself better-looking. Oh sure, you need to attend to basic grooming details: maybe get a fresh haircut and make sure your clothes and accessories are in good shape.

But beyond the basics, you can present more effectively if you focus on these details.

- **Watch your posture.** Don't slouch, but don't be stiff. Strike a balance that feels (and looks) authentic.
- **Control movement.** Fidgeting distracts. But immobility looks weird. Put meaning into your moves.
- **Use gestures.** Hand and head movements help emphasize a point. Just don't overdo it.
- **Keep eye contact.** With a video camera? Absolutely. Pretend you're looking into the eyes of a listener.

**Helpful Tip:** Use the ClickWebinar **recording feature** and study the playback to find small ways (and maybe big ways) to perk up your vocal and visual image.

## A Word of Caution

The problem is that these techniques may not feel natural, at least not at first.

You may feel uncomfortable when you gesture. You may feel phony when you put energy into your voice. And those feelings don't make you a better webinar presenter.

For webinar success, you need to **assimilate** these new techniques into your presentation personality.

## Master the Skills

I suppose some people are born with presentation talent and naturally produce an outstanding image, visually and vocally. If you're one of the lucky few, good for you.

The rest of us need to do one thing diligently: **practice!**

That means you should speak your presentation out loud — alone or with a friend to give you honest **feedback**. Stand in front of a mirror to **practice** your posture, eye contact, and gestures.

And not just once, but many times. How many? That depends on the **importance** of the meeting or webinar. If it's just a friendly online get-together with those who already know, like and trust you, *maybe you afford to "wing it."*

But if there's a lot at stake, why not practice until you feel *competent, comfortable and confident*.

After you've presented a few webinars, it's time for an honest self-evaluation. How did participants respond to your presentation? Maybe you feel your Powerpoint slides need a facelift.

*Let's talk about how to make your presentation more engaging . . .*

## Chapter Eight

### Is Your Webinar Presentation Bland?

What's the first word that comes to mind when I say **Powerpoint**? If you're like most people, the very word makes your eyes glaze over. Then your chin drops toward your chest. Soon you're making a sound cartoonists illustrate with z-z-z-z-z. *Boring!* It's time for a change. Does that mean you should toss Powerpoint out the nearest window? Here's a less-drastic solution . . .

People don't attend your webinar for information. Well, that's not exactly true. They want the information, but they could get it by reading a text document.

What they really want is **you**. They want a connection that's more than just the printed word. To hear your tone of voice. To see your facial expressions and your smile. They want your unique way of presenting the information.

So give them **more** of you and **less** of Powerpoint.

#### **Avoid confusion**

We all **listen** well enough to absorb the gist of any message. And we **read** well enough to plow through textbooks (even about subjects we don't love) to earn at least one diploma.

What's confusing is trying to do both at the same time. We're just not wired that way. *There's no built-in channel called listen/read.*

And yet, how often we attend presentations where we're expected to do exactly that: listen to the presenter's explanation of wordy slides.

Presenters instinctively know we can't read while we listen. So they resort to a worse solution: reading the slides to us — as if we're schoolchildren at story time. *How insulting!*

#### **The Kawasaki 10-20-30 Rules**

Guy Kawasaki worked as chief evangelist at Apple for 4 years, helping bring the Macintosh to market. Lately he's worked as a venture capitalist, where he listens to "pitches" from entrepreneurs looking for investment capital — pitches usually delivered as . . . boring Powerpoint presentations.

To save himself from the drudgery of these presentations, he created the 10-20-30 Presentation System. It teaches people to **avoid 3 critical presentation mistakes**.

### 10 Slides Rule

Imagine the rising panic viewers feel when you load your presentation and the first slide reads: slide 1 of 132. *An endless slideshow can be dreadful.*

Think of your slides as anchors — **one slide for each major idea**. Then talk about the idea, using the slide to keep the audience anchored. When you limit yourself to 10 slides, it forces you to organize your material and weed out the unnecessary.

### 20 Minutes Rule

If you're scheduled for a one-hour time slot, you spend 20 minutes at the beginning "fixing to get ready to start" and 20 minutes at the end for Q&A. So a **20-minute presentation fits perfectly**.

And if you deliver a handful of useful ideas in less than an hour, you'll be a hero to your audience.

### 30-Point Font Rule

Most slides have too many bullets and too much text: *boring and unreadable*. So ditch the bullet points. Instead, find a **picture** that encapsulates your idea. Add a **word** — maybe 2 or 3 — or a **brief quotation**. That may be enough to keep the audience (and you) on track.

For those of us with some mileage on our eyeballs, *larger font is a blessing*.

### Recognizing addiction

The thought of limiting your presentation to 10 slides may give you cold chills. If so, you may be addicted to slides. *Or maybe you need to boil your ideas down to the essentials.*

And the thought of a slide with just an image and a word or two may cause you to break out in hives — another withdrawal symptom. *Or maybe you don't know your material well enough.*

So practice your material until you can present with or without slides.

And for real presentation power, master the skill outlined in the next chapter — *a skill that makes you doubly effective . . .*

## Chapter Nine

### How to Double Your Webinar Effectiveness

There are **two types of listeners**, and your message may be falling on deaf ears for at least half of them. Is there a surefire way to appeal to both types of listeners? The answer may surprise you.

Where did you learn to organize your thoughts? If you're like most of us, you learned in school, writing essays and term papers.

But unless you had a very unusual teacher, you learned only one way to think about your subject. And even though you may have gotten **A-plus** on your term paper, your webinar participants may be giving you **F-minus**.

#### Linear Thinking

Remember the last time you got stuck at a railroad crossing waiting for the train to pass: boxcars creeping past, one after the other, each carrying important cargo, but with little variety in the containers.

That's how many of us were taught to organize our thoughts: *from notes written on a stack of index cards*.

It's important to organize your webinar content. The **left side of the human brain** — the side that helps you balance your checkbook (or not) and remember phone numbers — needs to understand the logic of your message.

#### Visual Thinking

But if there's nothing but logic in your webinar, your participants may take a snooze. Those boxcars plodding past can be a little boring.

So think about how you can engage the **right side of the brain** — the one that daydreams about your last vacation on a sandy beach, with palm trees waving and a coconut drink with a tiny umbrella in it. *Hey! Come back here. It's not time to head for the beach yet*

And that's the problem. Even people who tell you they do most of their thinking in a totally **logical** way . . . well, they have a **visual** side to their thinking too.

So while they may seem to be listening, they're really kicking back in that beach chair, thinking about the gentle waves lapping on the shore. *I told you . . . stay with me. And take off those sunglasses*

## Whole Brain Thinking

The solution is to **engage both sides** of the brain.

Give them the **logic**, of course — people need facts and details. And by all means make it easy to follow. After all, it's not the listener's job to make the connections; it's your job as a presenter to help them think things through.

But give them something to **stimulate their imagination** too, because if you don't, they'll look to their own imagination to amuse themselves, and we don't want that. Do we? *Now where did you wander off to?*

## Presenting to the Whole Brain

The **right side** of the brain likes to think in **pictures**. Luckily, you've got **ClickWebinar** — a tool made for visual presentations.

Your **webcam** lets your audience see and hear you. The ClickWebinar **presentation function** lets you pre-load and display Powerpoint slides. You can even go on YouTube and Flickr to show fascinating **videos** and **images**.

## Visual Language

And don't forget about the **words** you use. They can stimulate the audience's imagination too.

So choose **descriptive language**; (*make them feel the sand between their toes.*) Think of **metaphors** and **similes**; (*your product or service is as easy as a stroll down the beach.*)

And the right-brain loves **sound** too, so maybe some music: (*is that Bob Marley and the Wailers I hear in the background?*)

## Why It Works

Visual thinking is much **faster** — no annoying logical steps to slow you down. People use visual thinking to **make decisions quickly**.

Then that annoying left brain pops up and wants to make sure you reached the right decision. So it uses logic.

But no one is completely logical or completely visual. In some people, one side may dominate: **visual** for artists and jewelry designers; **logical** for accountants and chess masters.

But both types get pretty good at **switching back and forth** between the left and right side of the brain. So it's smart is to help them make those switches — from logical to visual and back again.

In the next chapter, you'll learn how to *enhance your brand by choosing the right colors . . .*



## Chapter Ten

### Choosing Colors for Your Webinar Presentation

What's your favorite color? That's a dangerous question when it's time to choose colors for your presentation design. Red may give you warm-and-fuzzy feelings because you once got a red fire truck for Christmas. But it may be the wrong choice **for your audience**.

Now I don't mean that you should ignore your own color preferences. After all, your presentation should be, at least in part, *a reflection of you*.

Fortunately, there are **principles** involved. And whether you're a do-it-yourself designer or decide to hire a design pro, you'll make **better decisions** about color if understand some of the **principles**.

#### Cool | Warm

The color wheel is an arrangement of color originated by Sir Isaac Newton. (I guess he had a little time on his hands in between discovering the law gravity and developing his 3 laws of motion.)

The wheel is usually depicted with three **primary colors** spaced equally — yellow, blue and red — with blended colors in between.

For example, blending yellow and blue produces green. Using more yellow than blue produces a green- yellow; more blue than yellow produces blue-green. Going in the opposite direction, yellow mixed with red produces hues of orange; mixing red and blue produces purple and violet hues.

The colors on the **left** — green and blue — are said to be **cool** (soothing) colors; oranges, reds and purples are considered **warm** (exciting) colors.

#### Hue | Tint | Shade

**Hue** is the purest form of a color: no black or white added.

If you add white to a color, you get a lighter **tint**. Red plus a lot of white produces a pink tint. If you add black, you get a darker **shade**. Yellow plus a lot of black produces earth-tone shades.

## Color combinations

Colors you like may not go well together: green and purple might be tough to match. Try these color strategies, based on the color wheel.

- **Monochromatic:** various shades and tints of a single hue — reds and pinks, for example
- **Analogous:** adjacent colors on the wheel — blue and blue-green, for example
- **Complementary:** colors opposite each other on the wheel — red and green or blue and orange
- **Split Complementary:** Two color on one side of the wheel plus one color on the opposite side — violet plus green-yellow and yellow-orange.
- **Triadic:** Three non-adjacent colors — green-yellow, violet-blue and orange red
- **Tetradic:** non-adjacent colors —yellow, orange-red, violet and blue-green

As you might imagine, the color combinations become more daring and harder to work with as you work your way top-to-bottom along that list.

## Contrast | Fading

The amount of contrast can make a dramatic difference in the impact of your design.

Designers use the expression **high-key** to denote a design with a great deal of contrast: black text on a white background, for example. **Low-key** means low contrast: imagine an oatmeal color on a tan background.

Designs that are too high-key can look too “busy.” Designs that are too low-key can look murky, and details don’t pop out. Balance is critical for effective “key.”

For **formal** presentations, try a darker overall design with a somewhat lower key. For **informal** meetings, a lighter design with higher key may be just right.

## Industries

Spend some time looking at websites of others in your industry. You may see color-use patterns. An obvious example is companies that are **environmentally friendly** (or want to be perceived that way.) Green is a natural choice.

**B2B companies** that serve larger companies often use blue. Maybe they’re picking up some of the prestige of IBM blue. Companies that position

themselves as **innovators** often use bright colors. There's no need to follow your industry slavishly, but make an informed choice and be careful about a too-radical departure from your industry's image.

## Summing Up

As you can see, there's no easy answer to the issue of color in designs. So use your best instincts then consider how your choices align with the principles you've just learned.

If you need a little help, consider hiring a designer if it's within your budget. An investment in your brand can pay off for year to come.

Or if you're a dedicated and enthusiastic do-it-yourself designer, *go for it!*

In the next chapter, you'll learn how to *maximize the value of your webinars by transforming them into evergreen content . . .*

## Chapter Eleven

### A Quick and Easy Way to Create Video Content

How do prospects check you out? They probably take a look at your **online content** to find out how relevant you are to their needs. And today's picky consumers may look at only a small sample, but they want a buffet to choose from. So how's the best way to produce a lot of content — not just once but continually?

You're about to learn a handy way to use ClickMeeting to produce **impressive content** in a short period of time.

#### Who Can Help?

The great thing about today's connected world is that you don't need to be an expert on everything. In fact, people remember you easier if they associate you with a special slice of your industry — a slice you know better than anyone or can explain with a different twist.

With ClickMeeting, you can collaborate with experts who know a different slice of your industry — those who complement you without directly competing.

#### Why Collaborate?

Like you, those same experts need to let people know about their specialty. So if you can show them a quick-and-easy way, you're a hero!

And what could be quicker and easier than ClickMeeting for sharing ideas?

#### How Do Meetings Become Content?

*Here's the tricky part* — you have to remember to click the **Record** button. ClickMeeting does the rest. At the end, you've got a digital recording — including audio and full video.

Then you can load it onto YouTube, host it on your site, or host it inside your ClickMeeting account. You can even let people download the video file to their computer.

## What Content Types Are There?

ClickMeeting makes it easy for up to 4 presenters to share the screen at the same time. And if you have more than 4 presenters, simply *pass the mic and camera* to any presenter.

With just a few clicks, you can present **Powerpoint** slides, search **Google**, view **YouTube** videos, make notes on a **whiteboard**, or review **documents** in Word, Excel, or PDF.

## Where Content Works

Video makes a great companion for other content:

- Use it as an “ethical bribe” to entice new **subscribers** to your newsletter
- Link **readers** from your PDF or Kindle e-book to additional video content
- Include video as part of an **e-learning** course or membership site
- **Transcribe the text** of the panel discussion and create an ebook
- Send it to prospects for a glimpse of **you in action** with industry experts
- Leverage the video to get **speaking engagements** or online workshop appearances

## How much should you share?

Do you know the best practice for **webinar follow-up**? I bet most of you are thinking: “*Sharing the webinar recording.*” And you are right! However, there’s one little thing I’d like to add that can make a huge difference in the process.

Instead of posting a 60-minute recording, make a **5-minute recording** that sums up the **key points** of your presentation. That definitely increases the chances of your event being **reviewed and remembered** by those who could not attend.

## Extra Benefit

Equally important, a 5-minute summary is **more shareable** – something people might pass on to their colleagues. This can help you **build your audience** for future events.

In the next chapter, we dive into the fun side of webinars — *how to use your personality to engage your audience . . .*

## Chapter Twelve

### Eye-Flirting: Ultimate Videoconferencing Guide

What does eye flirting have to do with business? Surprisingly, business is a highly **social** activity. Now I'm not saying that you should get overly personal in your business relationships.

Here are a couple of interesting facts about the eyes. They consume up to 50% of our energy. That makes sense — after all, we close our eyes to sleep, to recharge our energy.

At least half of our brain capacity is devoted to vision. This also makes sense if you think of computers: text files are tiny; audio files are much larger; video files tend to be huge.

And **eyes reveal** a lot about you. As the saying goes, *your eyes are the window to the soul.*

#### Seeing Is Believing

You may have noticed that it can be tough to **negotiate** an understanding via email. Words communicate only so much.

It's much easier to communicate by phone. You hear each other's tone and inflection. *How you say it makes a big difference.*

But nothing beats **eye contact**, especially when there's a lot riding on the outcome of the conversation.

Fortunately, videoconferencing has become mainstream. So it's easier than ever to get eyeball-to-eyeball for critical communications.

#### Not Just Flirting

Instead of grabbing the phone for a conference call, think how much more you might be able to accomplish with **an ad hoc online meeting**.

Here are a few reasons why:

##### 1. Emotional content

Your eyes communicate your enthusiasm, or the lack of it. So if you're sold on your idea, let people see the excitement in your eyes. Remember that buyers

are people, and people buy based on **emotion** then use **logic** to justify their decision.

## 2. Revealing “Tells”

Have you ever watched a high-stakes poker game on TV? Some players hide their eyes behind sunglasses. That’s because people watch carefully for any signs of deception. So if you **believe** in what you’re saying, your eyes will help convince.

## 3. Engagement

There are billions of gigabytes of data on the Web. So people can get the information they need. But what they truly hunger for is a **connection** — the human touch. Showing listeners your lively eyes can help you build rapport quickly.

## 4. Emphasis

Even if your voice isn’t so great, you can emphasize important points with your eyes, *just as you would in everyday conversation*. Now you shouldn’t overdo it, because it can become comical. Just be aware of opportunities to use your eyes to communicate **certainty**, cast **doubt**, convey **humor**, or show **concern**.

## 5. Reinforcing Familiarity

*Quick:* think of your best friend. What was your thought process? You probably thought of that person’s face, looking straight at you. And the eyes are usually the most prominent feature of the face. So giving your customers the opportunity to see your eyes in action can give them a nice feeling that they know you as a **friend**.

## The Eyes Have It

Practice your presentation in front of a mirror. You’ll find out quickly whether your eyes are working for you. Introduce just a little more movement into your eyes and eyebrows, to see if that makes your face **livelier**.

Practice your presentation with a friend and ask for feedback about your facial expressions. They may be able to cue you in about any annoying **facial habits** that may be distracting to listeners.

The lesson is clear — *less is more*. Above all, be yourself. Relax and let your personality shine through; your audience is bound to find you **likable** and **believable**.

*And a few final thoughts . . .*

## Conclusion: Simple to Complex

As you can see, webinars are a complex subject.

But whether you present to an audience of 1 or 1,000, the idea is simple:

*“One-to-Many Communication”*

So focus on the human aspects of communication:

- Attracting people who are interested in your topic
- Engaging them with interesting content
- Delivering your life-changing solutions

### What your audience wants

Your audience **shows up** because of interest. They **stay engaged** because they like what you present.

And they're hoping you're the one. The one who can show them a small (or large) way to change their life (or their business) for the better.

If you succeed, you'll build a **loyal audience** that **grows organically**.



## About ClickMeeting

ClickWebinar and ClickMeeting were developed by parent company Implex, a leading provider of practical, cost-effective software solutions for small businesses.

With more than 500,000 users, ClickMeeting uses Cloud technology to facilitate face-to-face online collaboration anytime with participants anywhere in the world. Standard packages accommodate from 2 to 1,000 participants, with custom plans available for audiences larger than 1,000.

For a free trial with no credit card required, visit [www.clickmeeting.com](http://www.clickmeeting.com)