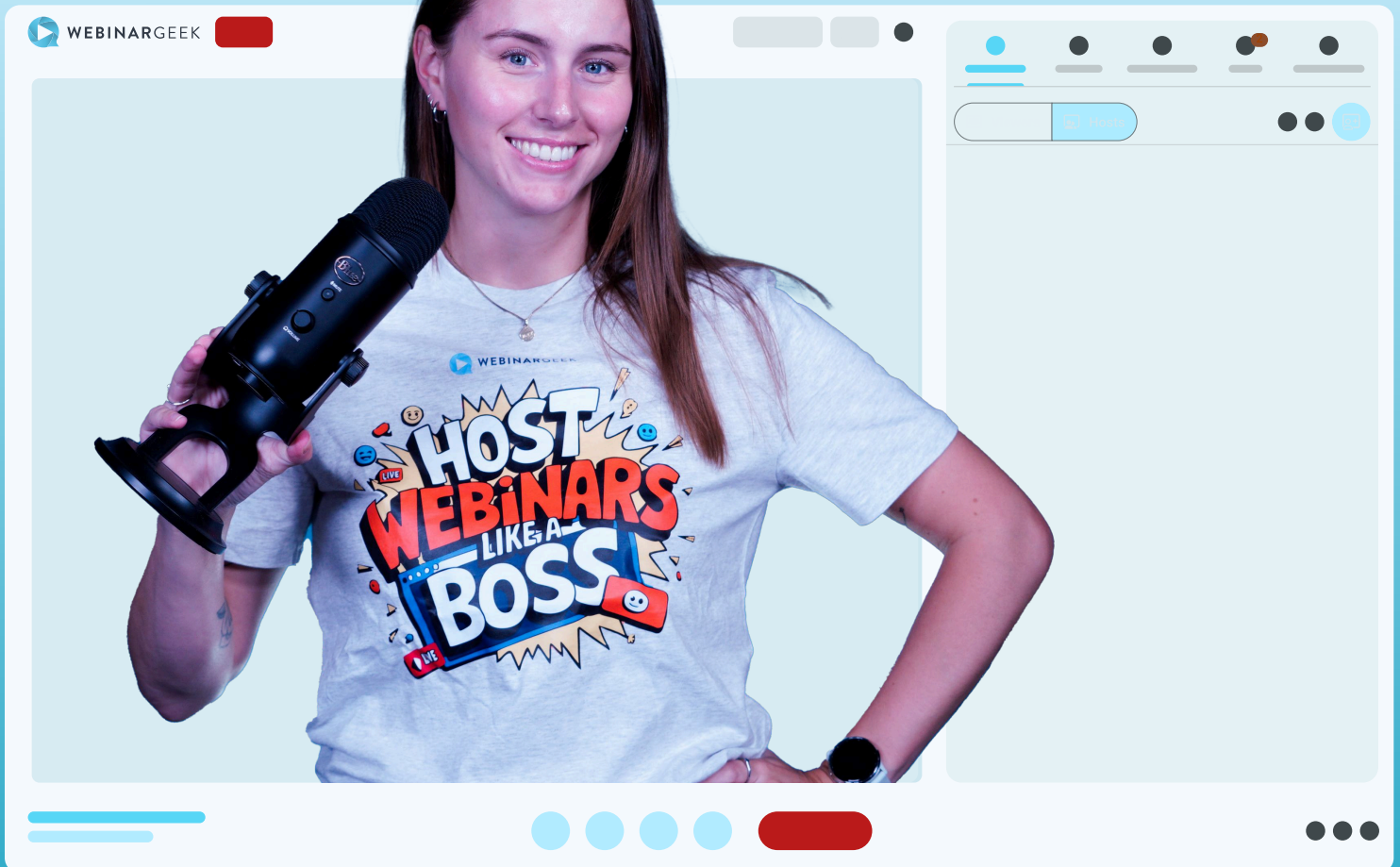


COACH'S 2025 WEBINAR PLAYBOOK





WEBINARGEK

Scaling your coaching business doesn't have to be overwhelming

If you're an educational coach working solo or with a small team, you know how quickly time and capacity can hit the limits. That's where webinars come in to make the growth more manageable.

This guide walks you through how to use webinars to reach more leads, create real value for your audience, and grow your business at a pace that works for you. You'll also get the 30-day Webinar Launch Blueprint to help you get started with clarity and focus.

Table of contents

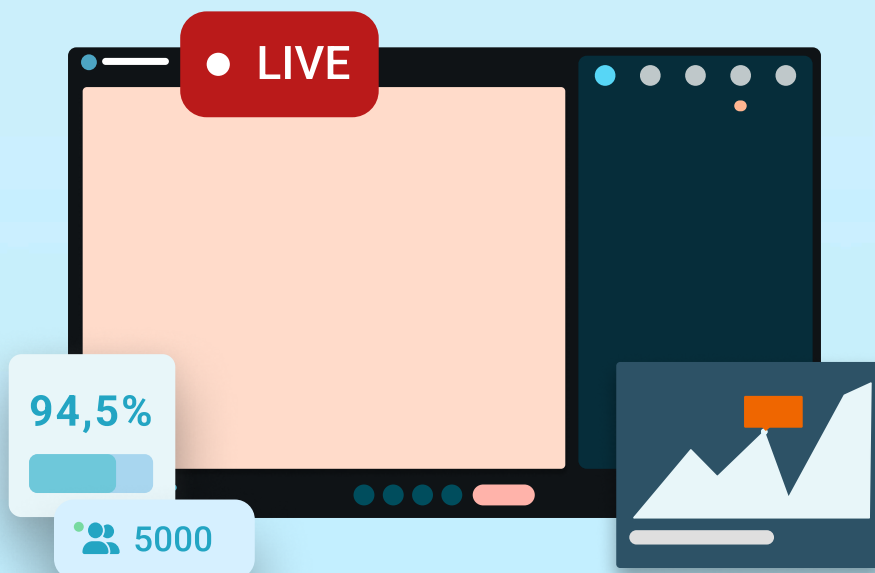
1. Introduction: Why webinars help coaches scale
2. What webinars can do for you
3. How to create webinars that convert & sell
4. 30-day webinar launch blueprint
5. Why WebinarGeek



Introduction

As a coach, your day is often filled with back-to-back sessions, email follow-ups, and content planning. But even with all that effort, scaling can feel frustratingly out of reach. There are only so many hours in the day, and when your business depends entirely on live, one-on-one interactions, it's easy to hit a ceiling.

This is where webinars can become a game-changer. They allow you to reach more people at once, without losing the warmth or clarity that makes your coaching effective. You're still showing up, still teaching, still connecting – but in a format that works harder for you. Instead of repeating the same content in call after call, you create a personal, scalable experience that builds trust and frees up your time to focus on what matters most.



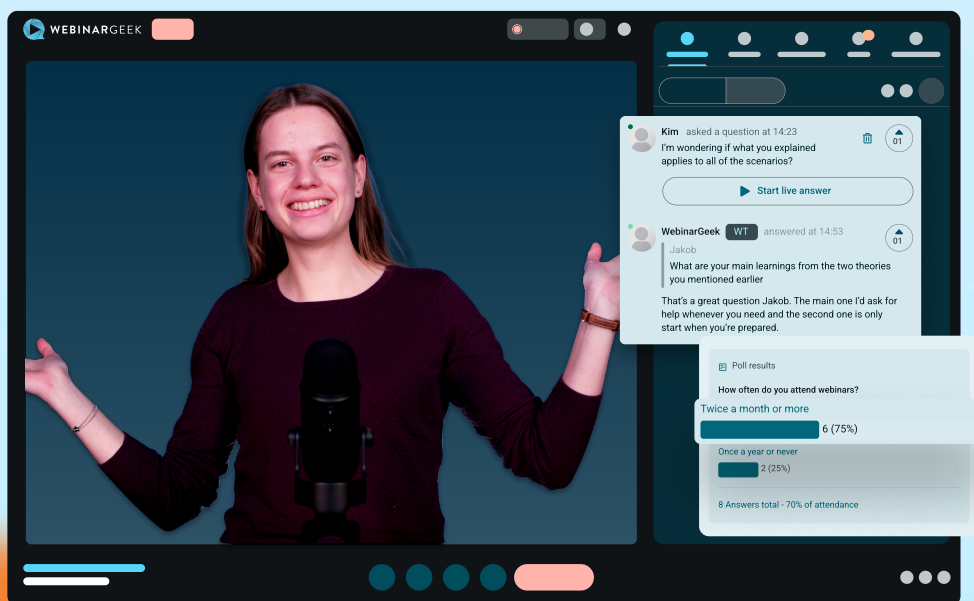
What webinars can do for you

Test and shape your offer in real time

Webinars are a low-pressure way to introduce a course or coaching package before it's fully developed. By paying attention to attendees' questions, feedback, and engagement levels, you can refine your messaging and offer based on what resonates most with them.

Establish yourself as a go-to expert in your niche

Hosting webinars regularly positions you as someone who not only teaches but leads. Whether you're speaking to ten people or a hundred, you're creating a platform that showcases your perspective, builds your credibility, and grows your brand reach over time.



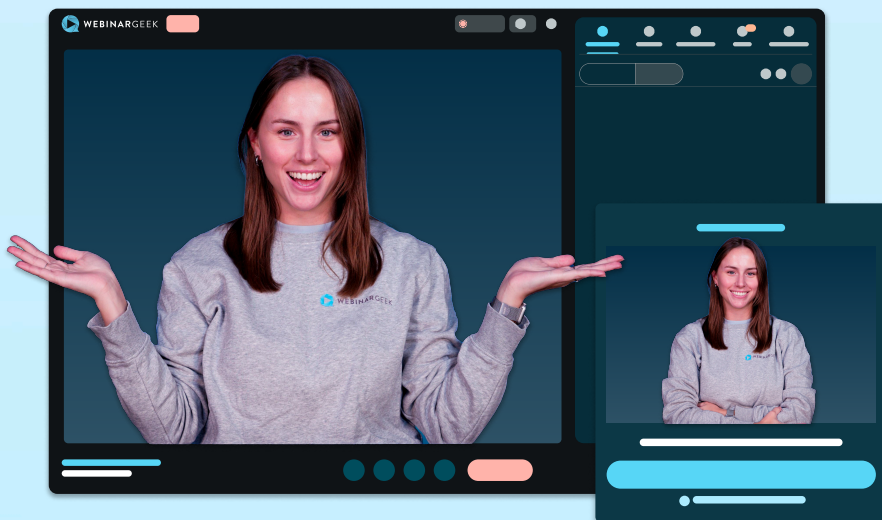
Use your voice to build real trust

There's something powerful about showing up live. When people can hear your tone, see your approach, and engage with you directly, it builds the kind of trust that no landing page ever could. It's a simple way to create clarity and connection.

Turn your core lessons into scalable content

Instead of repeating the same advice in one-on-one sessions, you can use webinars to deliver your key lessons to a broader group of learners.

Whether you're supporting small or big study groups, a well-structured webinar lets you share your expertise once, then reuse the recording, turn key moments into bite-sized content, and refine your delivery based on live feedback.



REVENUE  COACH.COM

"Automated webinars run in the background while we focus on growing the business."

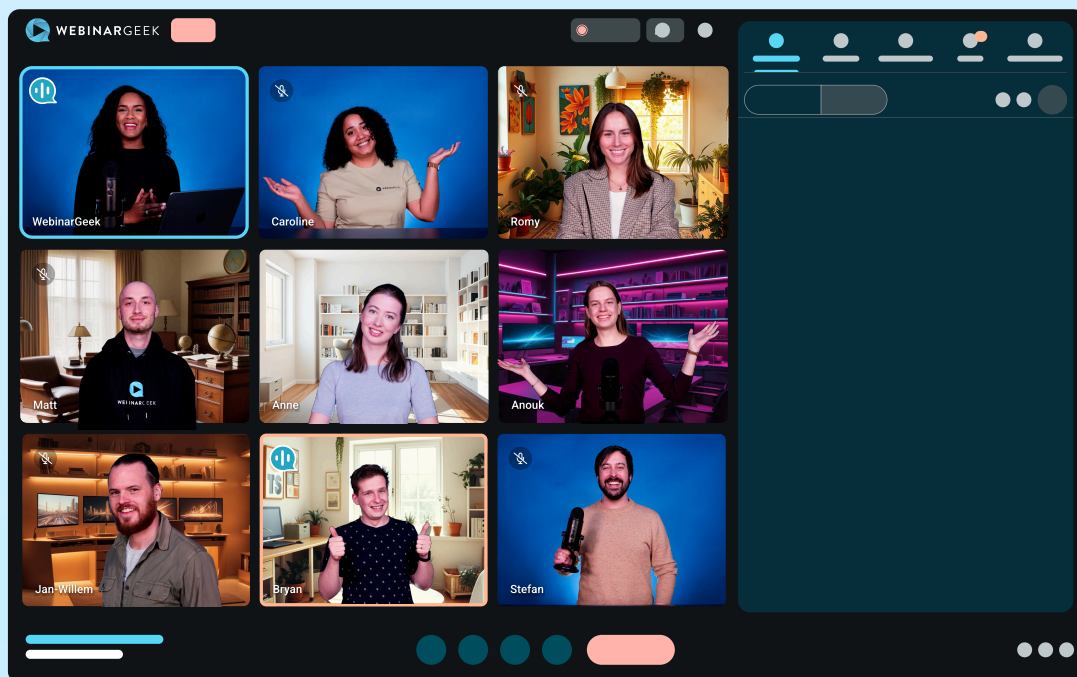
RevenueCoach created an evergreen funnel that attracts leads and delivers training without daily involvement.

 [Read RevenueCoach's story](#)

Ready to scale?

Now that you've learned what webinars can do for your coaching business, it's time to roll up the sleeves and build one that actually works.

Let's walk through how to create a webinar that not only sounds good on paper but gets people to show up, stay engaged, and take action.

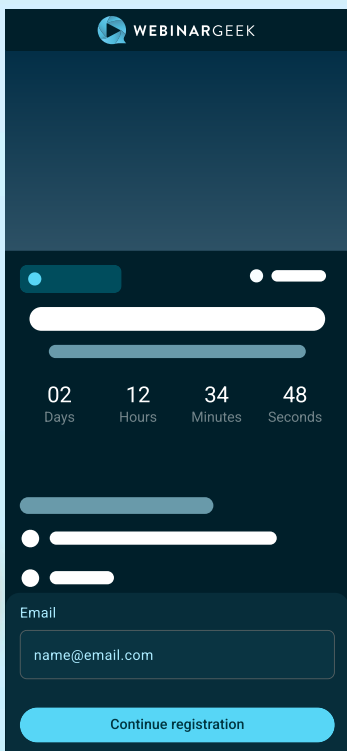


How to create webinars that convert & sell

It's great when someone registers and actually attends your webinar, but that's just step one. What really matters is what happens next — keeping them engaged, holding their attention through to the end, and guiding them toward a clear next step.

That might mean joining your course, booking a session, signing up for your mailing list, or registering for your next webinar. Whatever your goal, here's how to lead your viewers there with intention.

Start strong with a registration page that looks and feels like you

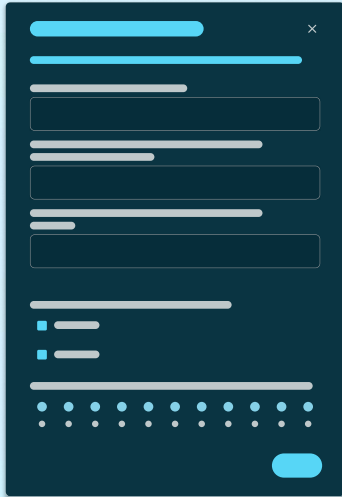


- **Before someone joins your webinar, they see your registration page.**

That's your chance to set the tone — clearly, professionally, and in your own voice.

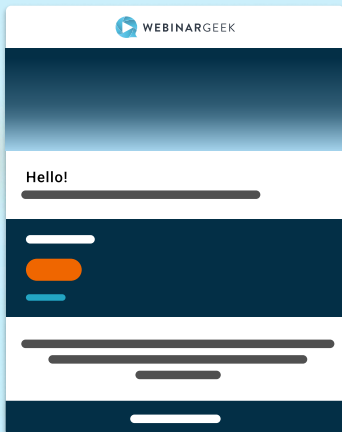
You can create branded registration pages that feel like a natural extension of your business, not a generic sign-up form. Add your logo, colors, and custom fields that collect exactly the info you need.

Boost engagement before the webinar



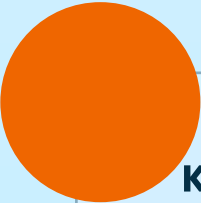
- **Ask your audience what they want to learn**

A short survey before the webinar gives you insight into what your subscribers are curious about or struggling with. By shaping your content around these responses, your session becomes more relevant and easier to connect with.



- **Stay visible with timely reminders**

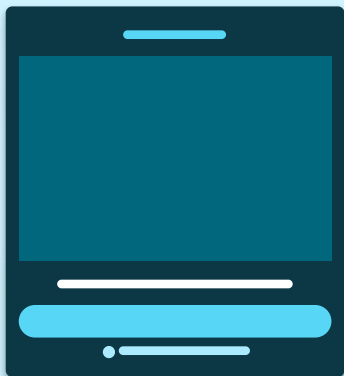
Don't rely on a single confirmation email that gets buried in inboxes. Send reminder emails a week before, one day before, and one hour before your session starts. This keeps your webinar top of mind — **and with 36% of signups happening on the day of the event**, that last reminder matters more than you might think.



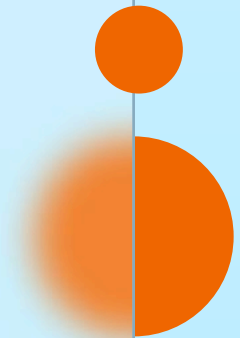
Keep your audience hooked during your webinar

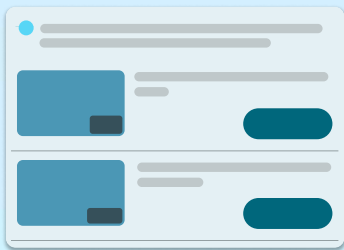
- **Use interaction tools to encourage participation**

Features like live chat, polls, quizzes, and Q&A help maintain attention and invite your audience to be part of the conversation, not just passive viewers.



For example, you could open with a poll asking where people are joining from, use a quiz to recap key takeaways midway through, or run a live Q&A at the end to answer real-time questions. These moments keep energy up and make your session feel more personal.



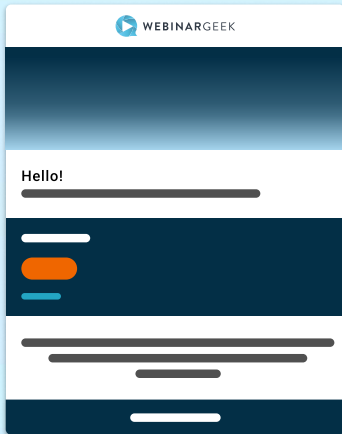


- **Make your content dynamic**

Mix up your presentation format to keep your audience interested from start to finish. Alongside your slides, include things like screen sharing, short video clips, or a quick live demo to add variety and keep the energy up.

For example: you could walk through a real client scenario, show how a tool works in context, or play a short clip to highlight a key insight. You can also offer a mid-session reward like a downloadable checklist, a behind-the-scenes tip, or an extra resource to keep people engaged and offer a little extra value when their focus starts to fade.

Turn engagement into action after the webinar



- **Follow up with the right message for the right people**

Send a thank-you email to those who stayed until the end, a replay email to those who couldn't attend, and a follow-up message with a clear next step for anyone who interacted with your call to action. This might include booking a session, joining your program, or downloading a related resource.



- **Use feedback to improve your next webinar**

Include a short evaluation form at the end of your session or in your follow-up email. Ask what they found most helpful, what could be better, or what they'd love to learn next. These insights give you valuable input to make your future webinars even more relevant and engaging.



MARIO BURGARD

WERBUNG, DIE VERKAUFT

"Webinars let me teach sales techniques to a bigger audience without losing that personal connection."

Mario transformed his live training into a scalable webinar format that reaches learners across Germany.

 [Read Mario's story](#)

Webinar benchmarks to aim for in 2025

We've collected data from over 5,000 customers to put together this list of webinar benchmarks. Use these numbers as a goal for your next webinar and see how it performs against industry benchmarks.

Here's what we see across the board:

33–40%

Registration rate: 33 to 40% of people who visit your signup page should register

45–55%

Show-up rate (live webinars): 45 to 55% of registrants attend

15–20%

Conversion rate (live): 15 to 20% of attendees take action (like buying, booking, or signing up)

7–10%

Conversion rate (automated): 7 to 10% still convert, even when you're not live

45–60 MIN

Average viewing time: 45 to 60 minutes is the sweet spot

When to host webinars

We get this question a lot: when's the best time to go live?

Best days:

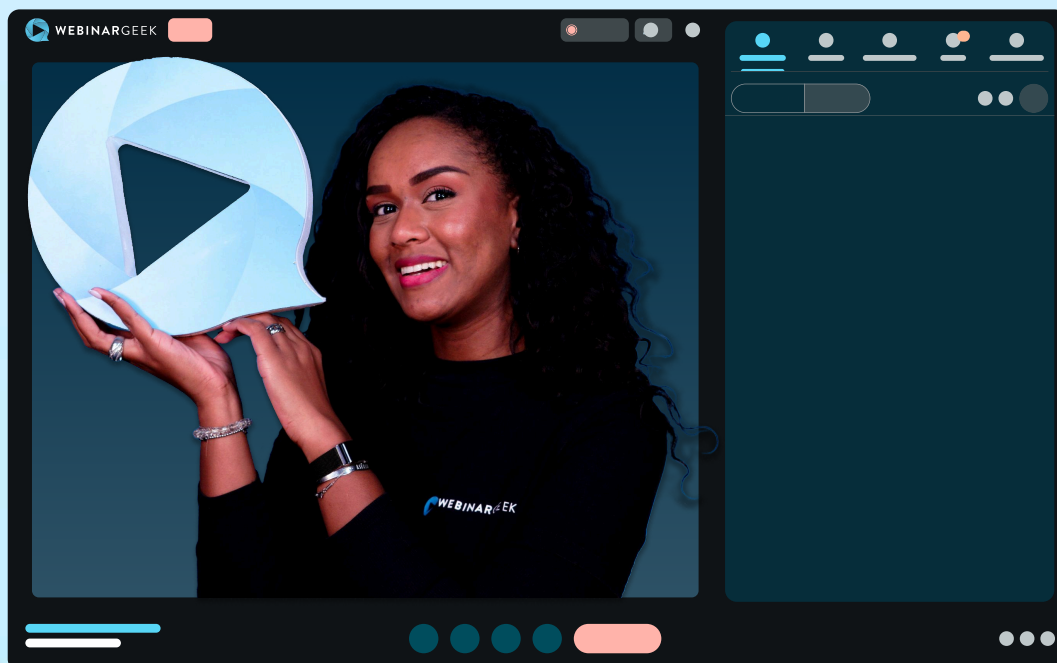
- Tuesday
- Thursday

Best times:

- For B2B: between 10 AM and 12 PM
- For B2C: between 7 PM and 9 PM

We've got a full guide on this if you want the data behind these suggestions:

 [Read more](#)



Engagement is everything

A silent audience is a cold audience. Use these interactive tools to keep people engaged:

- **Polls and quizzes:** use these interaction tools to gauge audience views or knowledge, then build discussion around the results.
- **Live chat and Q&A:** let your audience ask questions, react, or share opinions. This builds community and helps with keeping the attention levels high. Upvoting Q&A questions allow quieter attendees to highlight popular questions, again, giving way for that feeling of community.
- **Clear CTAs:** use calls to action like “Click here to book your consult” or “Download the free guide now” throughout your webinar to guide immediate action.
- **Post-webinar evaluations:** surveys and evaluation forms launched right after the webinar help you gather feedback, better understand audience needs, and show you value their input

Webinars with interactive features see up to **20% more engagement**. And more engagement = higher conversion.

Bonus tip: Make your webinar mobile-friendly

Many attendees watch webinars on their phones, whether they're at home, on the move, or simply not at their desk. Designing with mobile in mind helps keep your content easy to follow, no matter the screen size. Design your slides for small screens:

- **Use large fonts and clear visuals**

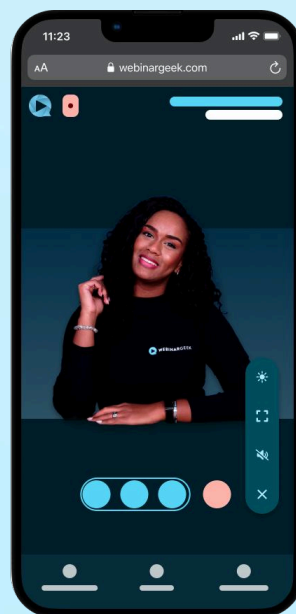
Stick to high-contrast combinations, like dark text on a light background or the other way around. Avoid visual clutter and stay away from detailed layouts that might not scale well.

- **Limit the amount of text on each slide**

Long paragraphs can be hard to read on smaller screens. Keep slides focused on one key idea and explain the rest out loud.

- **Break content into clear, scannable pieces**

Use short bullet points, descriptive headings, and enough spacing so viewers can follow along comfortably, even from a phone.



nies cools

"I wanted to build a real connection with my audience, but I also needed to scale. Webinars gave me both."

Nies used webinars to grow her educational business and build a connected learning community.

 [Read Nies's story](#)

30-Day Webinar Launch Blueprint

Planning and launching a webinar doesn't have to be a long, complicated process. Whether it's your first time or you've hosted webinars before, the key is having a clear structure that helps you move from idea to execution, without losing time to indecision or unnecessary steps.

This 30-day blueprint is designed to guide you through each phase of the process in a focused and manageable way. From defining your audience to building your content, setting up your webinar, promoting it effectively, and finally repurposing what you've created. Each step is broken down into practical actions you can take with clarity and confidence.

Use this guide to keep momentum, reduce guesswork, and launch a webinar that aligns with your goals.

Days 1-4: Define your foundation

The most effective webinars begin not with your presentation slides, but with a deep understanding of who you're speaking to and why.

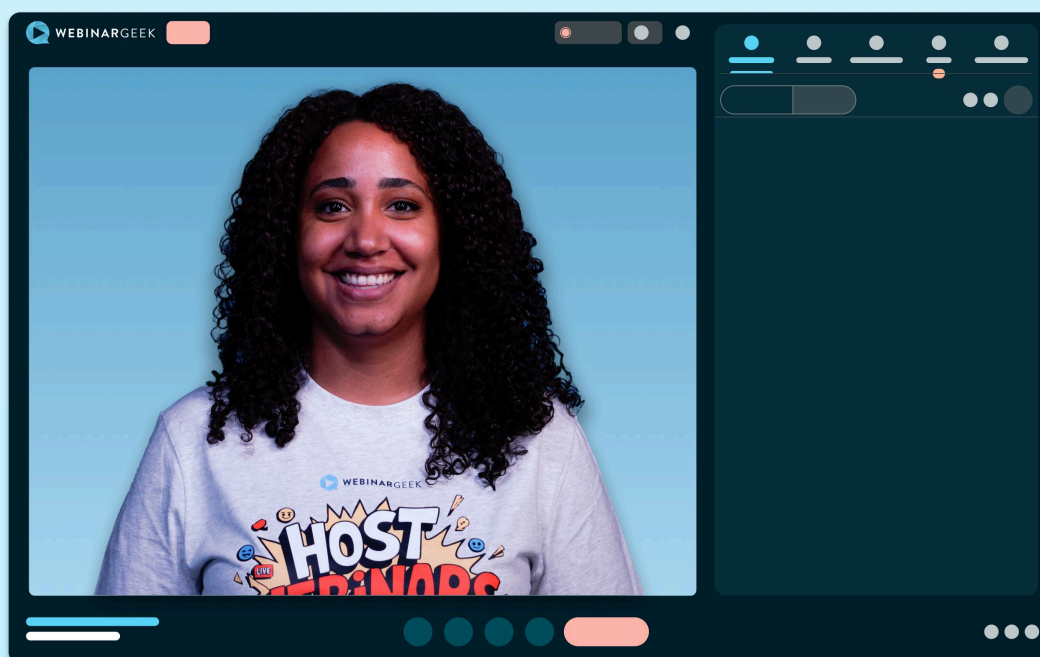
Figure out who you're hosting this webinar for and what the goal of your webinar is. What outcome do you want? Coaching clients? Newsletter sign-ups? Waitlist enlistments? Choosing a clear objective matters for the rest of the process. Think of content structure, delivery style, and follow-up sequence.

People register when they expect a solution. So create your webinar around a topic that directly addresses a burning challenge. Research shows that webinars aligning with audience pain points are far more engaging and convert at higher rates.

When your topic draws in the right people, i.e. those already interested, you get better signups and more results.

Need help with this step? Check out our guide:

[▶ Read more](#)



Days 5–10: Build your webinar assets

This phase focuses on building the core materials that will support your webinar from your registration page to your content and communication strategy. Each element plays a role in encouraging sign-ups, delivering value, and keeping your audience engaged. Follow these steps for a great registration page:

1. Create a strong registration page

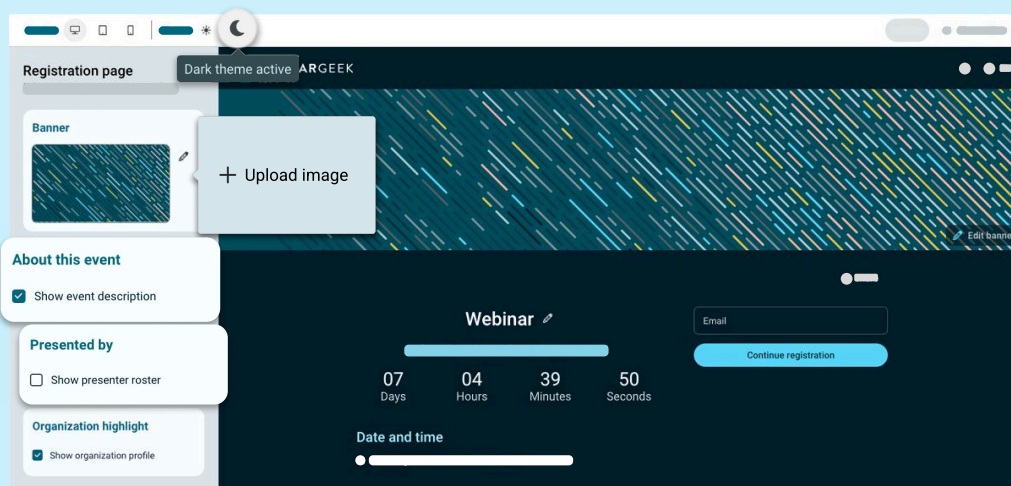
Your registration page is often the first impression someone will have of your webinar. A clear, well-structured page can make the difference between someone signing up or moving on.

Here's what to include:

- **A clear title and compelling description.** The title should immediately communicate what the webinar is about and why it matters. In the description, explain what the attendee will gain by joining. Focus on outcomes, not just content.
- **A personal presenter section.** Add a short bio and a photo of the presenter. This helps build trust and gives the page a human touch.
- **A clear call to action.** Use straightforward, actionable language to encourage sign-ups.
- **Social proof.** Consider including testimonials, past attendee quotes, or stats from previous webinars to add credibility.

Tip. Our guide on successful registration pages can help:

 [Read more](#)



2. Write your webinar script or outline

Structure matters. Begin with a clear hook that speaks to a real challenge or goal your audience relates to. From there, guide them through practical content that teaches, informs, or inspires. End with a strong, relevant offer (whether that's a product, course, or next step) and consider placing subtle calls to action throughout the webinar, not just at the end.

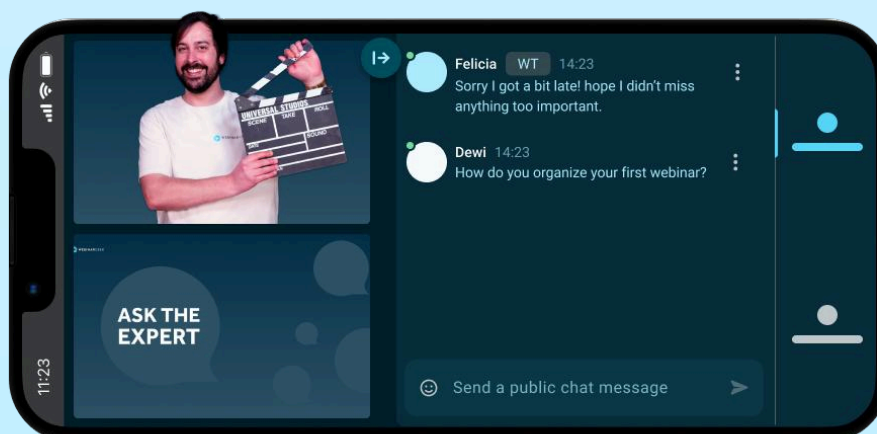
3. Design mobile-friendly slides

Many viewers will watch from a phone, so your slides should be built with mobile in mind. Use large fonts, bold visuals with high contrast, and limit the amount of text per slide. Focus on clarity, structure your content in bite-sized sections, and guide your audience using descriptive headlines and bullet points.

4. Set up your email reminder sequence

A strong email reminder sequence can improve your webinar attendance. Include an initial invite, a confirmation email right after registration, multiple reminders, and a follow-up after your webinar has ended.

Time your emails right! Send the confirmation immediately, the first reminder a week before the event, and final reminders one day and an hour before going live.



Days 11-16: Promote your webinar

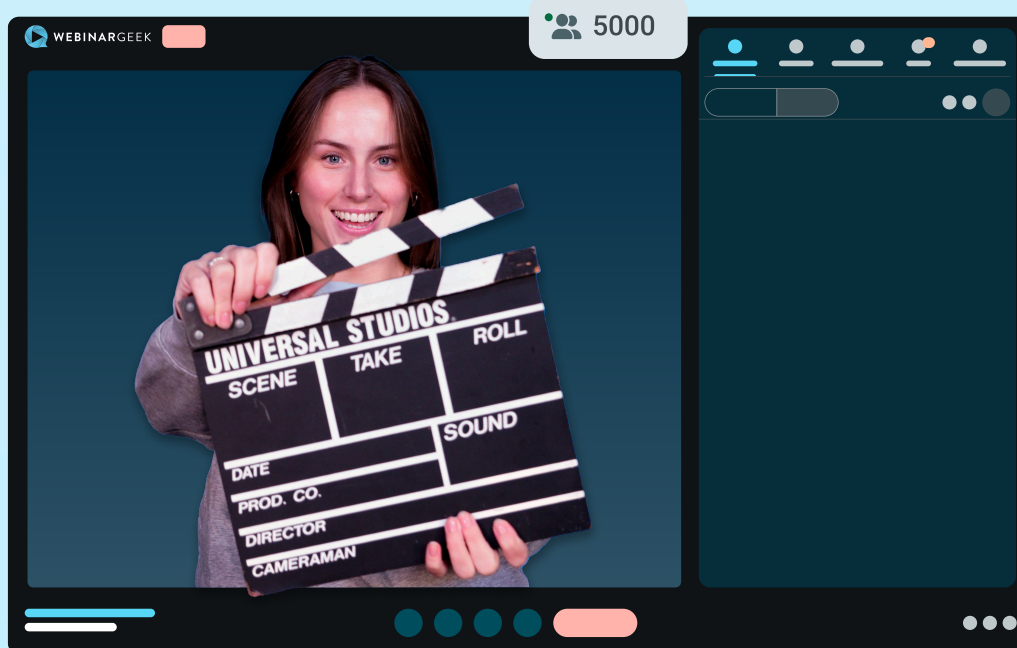
With your webinar content ready, it's time to focus on getting the right people to register. Start promoting about three weeks before your event by sharing it on social media, adding it to your newsletter, and sending personal invitations to your network.

Most registrations will come in late. Around 48% happen in the final week, and 22% in the last 48 hours. That's why it's important to continue promoting right up to the day of your webinar, not just once or twice, but consistently.

For email invites, mid-morning tends to work best. Send them between 9:00 and 11:00 on Tuesday, Wednesday, or Thursday, when open rates are typically higher.

Want to know more about the best time to send invites? We wrote the playbook on it:

[▶ Read more](#)



Days 17–30: Go live and repurpose

Now it's time to host your webinar. Keep your delivery clear, stay on pace, and speak naturally: aim for a tone that feels confident but conversational. A short pause or a quick audience check-in can go a long way in keeping attention high.

Once it's done, make the most of your effort by repurposing the recording into content you can use again:

- **Social clips**

Cut the recording into short highlights that can be shared on platforms like LinkedIn, Instagram, or YouTube. These snippets are ideal for promoting future webinars or reinforcing key takeaways. There are plenty of simple tools online that make trimming, subtitling, and formatting your clips fast and beginner-friendly.

- **Blog or podcast**

Use your transcript or outline to create a blog post or audio version. A helpful way to reach people who prefer to read or listen.

- **Lead magnet**

Offer the full replay or a summary as gated content to grow your mailing list with qualified leads.

Repurposing your webinar not only extends its lifespan but improves brand awareness with minimal effort.

For a complete checklist, check out the Webinar Essentials guide here:

 [Webinar essentials](#)

Why Choose WebinarGeek

WebinarGeek is built for coaches and educators who want to run professional webinars without the hassle.

From setting up your registration page to sending reminder emails and engaging your audience during the session, everything is in one place — live, automated, or a mix of both. There's nothing to download, and your audience can join from any device, right in their browser.

What sets us apart is ease of use, thoughtful interaction features, and real human support when you need it. And because we're based in Europe, your data stays secure and fully GDPR-compliant.

WebinarGeek is rated 4.8 out of 5 on G2 and Capterra and has been recognized as the best webinar platform especially in the Benelux and DACH regions.

If you're ready to make webinars a reliable part of your growth strategy, we're here to help you get started.

Want to see how it works?

 [Start free trial](#)

