webinargeek

WEBINAR QUESTIONNAIRE EXTRAORDINAIRE

These questions will help you clarify the purpose of your webinar. Use this outline to write your script. Good luck!

What is the webinar about? For example: organizing a webinar, webinar production, broadcasting, analysis, lead follow-up

How are you doing?

- ◯ Good
- ◯ Better
- ◯ Great
- ◯ Fantastic
- ◯ So good, something must be up

What is the purpose of this webinar? Why are you making it? Select up to 2 options

◯ Lead generation	◯ Regular update	◯ External communication
◯ Sales	◯ Training & education	◯ Internal communication
◯ Customer loyalty	◯ Because we can	◯ Because we have to
◯ Online authority	◯ Expert status	◯ Online awesomeness

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Who is the target audience?

Is the target audience familiar with WebinarGeek?

- ◯ Yes
- ◯ No
- ◯ A bit of both

Do viewers need prior knowledge to follow the webinar?

- ◯ Yes
- ◯ No
- ◯ It would help, but it is not essential

Why would someone attend your webinar?

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What 2 to 4 key points should viewers remember after watching the webinar?

What should viewers do after the webinar? Do you have a call to action? For example: feel inspired, create a trial account, sign up for a subscription

Can you invite a guest speaker?

Do you have any special visuals to support your story?

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Time to write the script! The following questions will lay the groundwork for your webinar script.

Stage 1

What problem are you going to solve?

Why is it a problem?

What is an example of the problem?

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Stage 2

What solution do you offer?

What benefits do you offer viewers?

What benefits do you offer your viewers' customers?

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Stage 3

Why should your viewers start using your solution NOW?

Do you have a real-world example of someone already using your solution?

What solution do you offer?

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Stage 3

What do you promise viewers if they use your solution NOW?

What is your offer to viewers?

How will viewers earn a return on their investment of time or money?

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What do you want viewers to do NOW? For example: request a brochure, buy the product, sign up for a training session or workshop, etc.