ONLINE EVENTS + PROFITS

Host Your Own Webinars, Podcasts and Online Courses

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Objective: Teach What You Know

- You ARE an expert
- Your experience is valuable
- Your intellectual property is valuable

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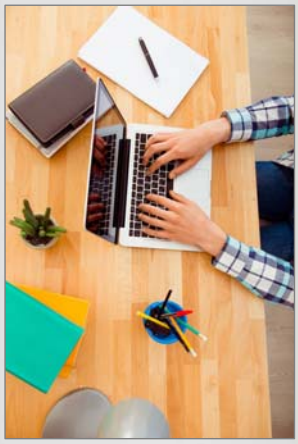
Find a Need and Fill it = Success

- Choose a niche
- See what's missing
- Fill a need with content

It's easier to fill a need than CREATE one.



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Basic Needs (Buildingastorybrand.com)

- Acquire food, water, shelter
- Save money, time
- Find love relationship
- Belong to community
- Have sense of meaning/purpose
- Improve self-esteem
- Achieve self-actualization

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Understand a Sales Funnel

- Lead Generation / Traffic
- Engage / Cultivate Audience
- Sale: Low-Dollar Item
- Next Sale: Higher-Dollar Item
- Nurture Relationship

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Content Marketing (Free stuff)

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Content Marketing (Free stuff)

- Grow your mailing list
- Build an audience
- Cultivate a fan base
- Establish authority
- Demonstrate value
- Brand-building

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Content Marketing Examples

- Podcast – Host or guest
- Free report/download
- Free webinar
- Social media sharing
- Blogging
- YouTube videos

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Content **Profits** for Authors

- Book sales
- Paid events: courses, conferences, workshops
- Unique info products
- Consulting/coaching
- Ad dollars from traffic

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Pssst… This is how influencers do it.

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Do both!
Content marketing Free + Profits

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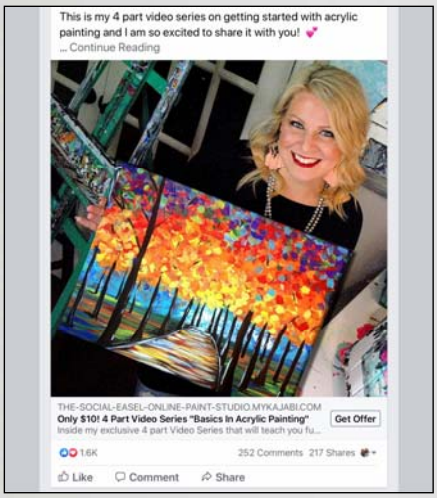
Case Study



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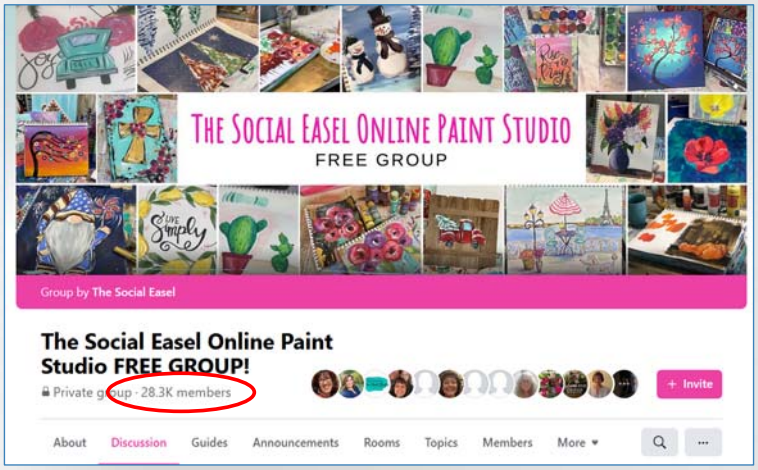
Case Study – FREE Facebook Group



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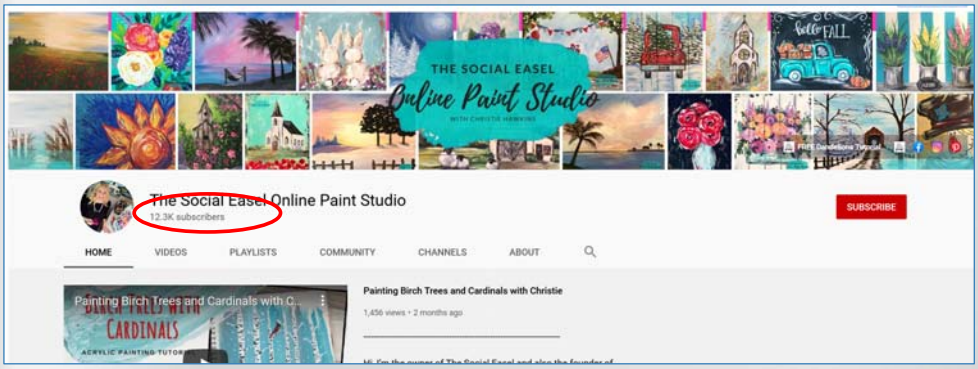
Case Study – YouTube Channel



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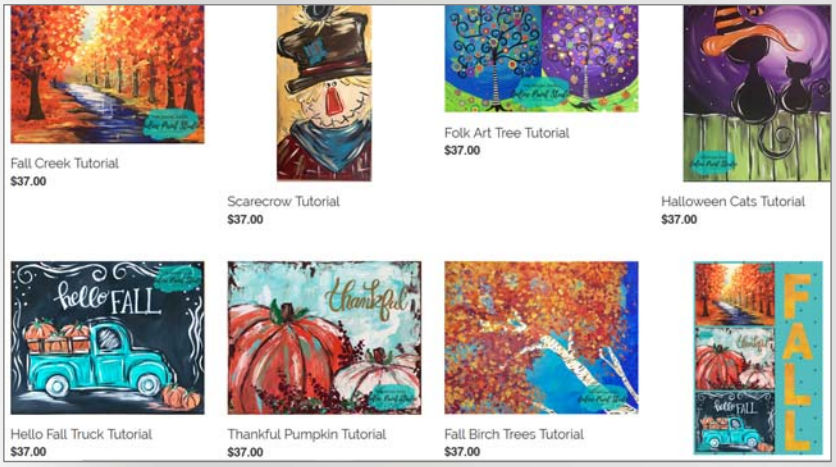
Case Study – Individual Courses



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Case Study – One Per Month - $20

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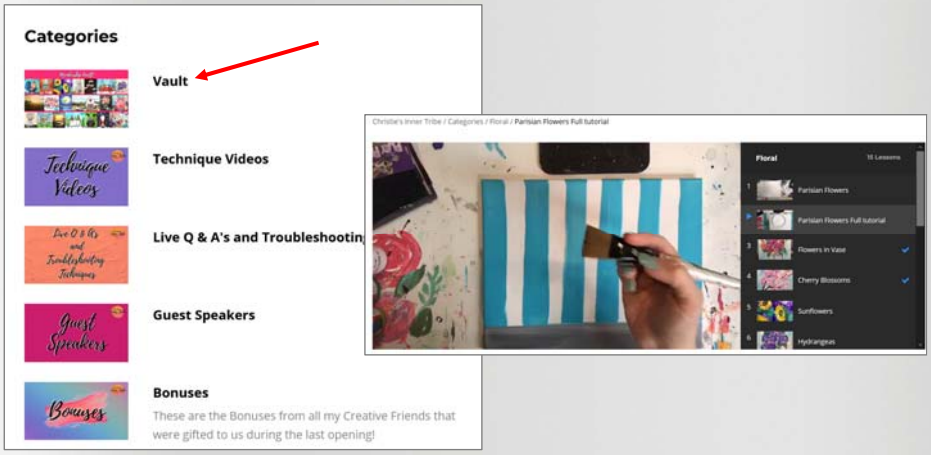
Case Study – Private Group - $47



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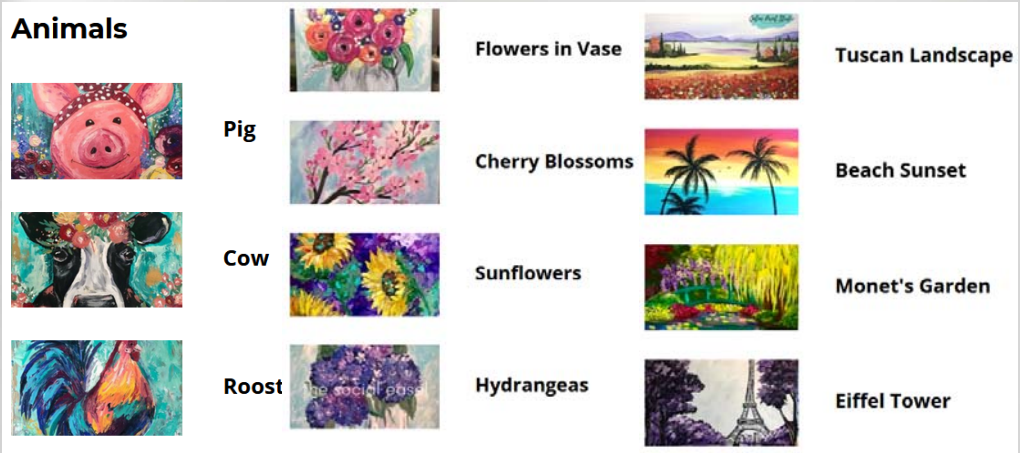
Case Study – Content in Vault



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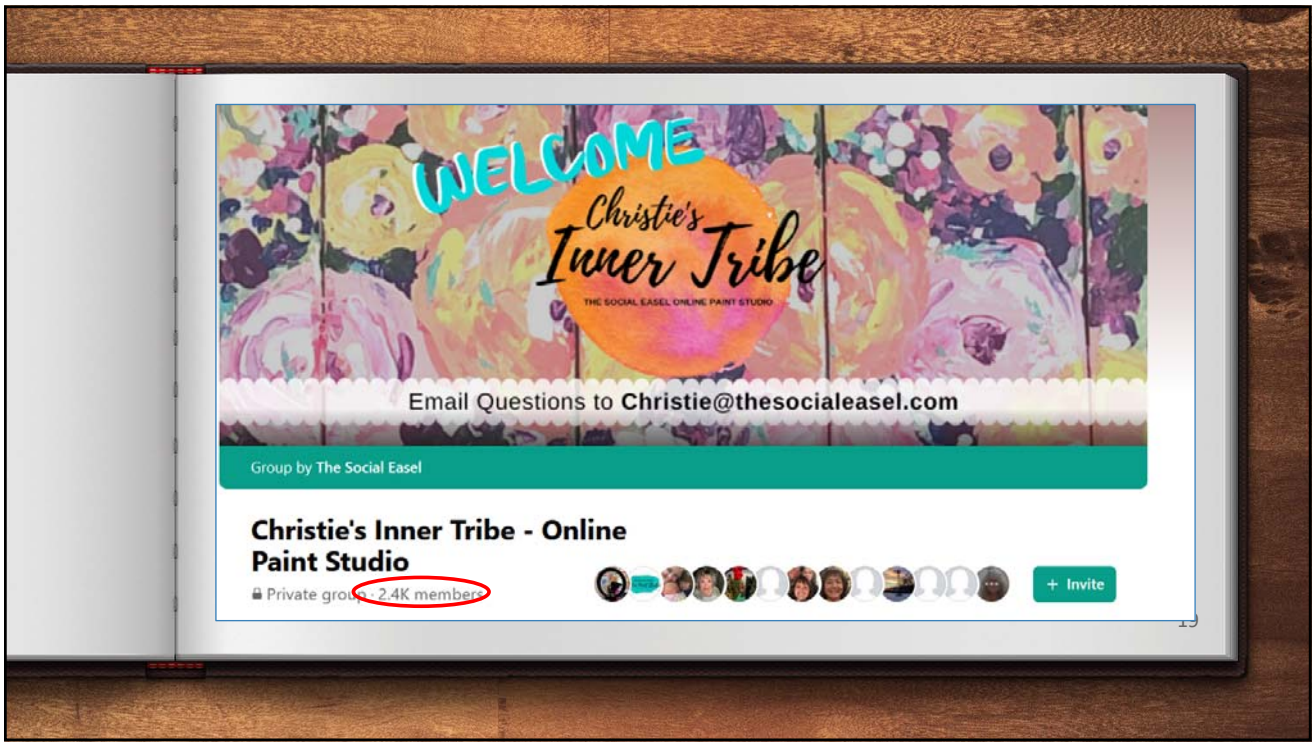

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Let's do some math!

~~1,900 members x $47/month = $89,300~~

2,400 members x $47/month = $112,800 PER MONTH!!!!

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Social Easel for the Win

- Need = Self-Actualization (creativity)
- Niche = Easy, whimsical painting

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Online Events & Education

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Big Opportunity Right Now

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Webinar Opportunities

1. Freebies for promotion
2. Paid by attendees
3. Paid by host (sponsor)

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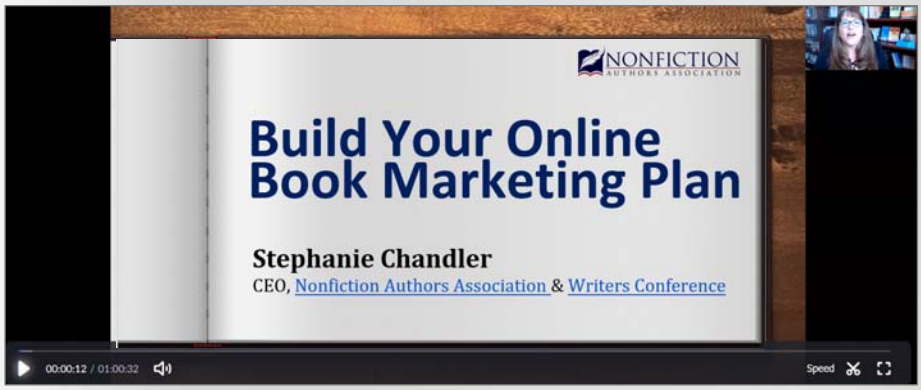
Free Webinars



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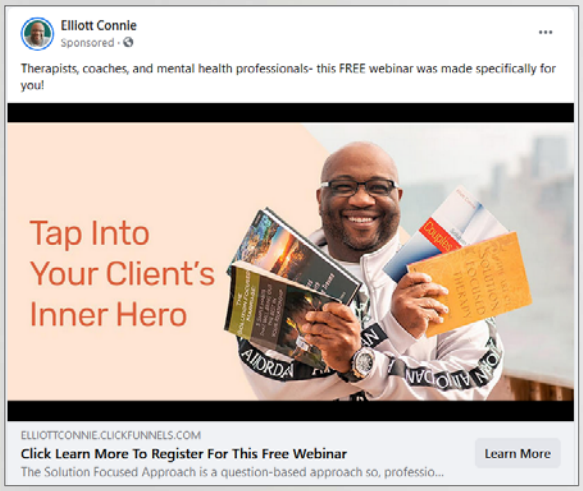
Free Webinars



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Paid Webinars

To sign up for the webinar please make your $12 payments at: paypal.me/SamuraiSage
or www.venmo.com/Tina-Imahara

Zoom link will be provided the day prior to the event.

Can't wait to see you, guys!

ALLA TUROVSKAYA

STRATEGY AND BRAND BUILDING FOR YOUR FILM/PRODUCTION COMPANY, DEFINING YOUR TARGET AUDIENCE, CONTENT AND COMMUNICATION PLAN.

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Sponsored Webinars

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Steps to Success - Webinars

- Choose topic that fills a need
- Get a Zoom account
- Create registration page (on Zoom)
- Promote to your audience, social media, Facebook ads

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Online Courses

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Online Courses

- Video, audio or webinar
- Self-study
- Live delivery
- Lecture-based
- Interactive
- Spread out over several weeks

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Online Courses

The Perfect Study Plan

This is a detailed video course that will enable students to become focused and effective learners who don't procrastinate.

THE PERFECT STUDY PLAN

SIGN UP NOW!

PAYMENT PLAN	PAY IN FULL
3 MONTHLY PAYMENTS OF **$237***	1 PAYMENT OF **$597***
Entire *The Perfect Study Plan* Course	Entire *The Perfect Study Plan* Course
The Perfect Study Plan Workbook	*The Perfect Study Plan* Workbook
General Weekly Work Schedule Template	General Weekly Work Schedule Template
Day 1/2 Planning Template	Day 1/2 Planning Template

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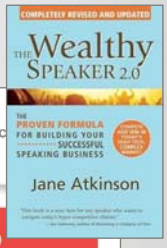
Training Programs



THE WEALTHY SPEAKER SCHOOL
BUILD THE SPEAKING BUSINESS OF YOUR DREAMS

THE WEALTHY SPEAKER SCHOOL | PRICING AND UPGRADES | CONTAC

Monthly Membership
You'll pay a one-time tuition fee of $249 and then just $197 per month!

$197.00 Per Month

For our low monthly fee, you get all these great benefits:

- Ready-Aim-Fire Course with more than 40+ lessons complete with worksheets and homework.
- Weekly Group Coaching with coach Jen

Annual Membership
Sign up for the annual plan and save over $1600* *for a limited time only!

~~$1997~~ $995 Yearly

You get all these great benefits:

- Ready-Aim-Fire Course with more than 40+ lessons complete with worksheets and homework.
- Weekly Group Coaching with coach Jen McDonough

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Courses

Curious APPETITE

Online Pasta Making Class with Cookbook Author in Florence

We offer scheduled and private online cooking classes led by culinary instructors in Florence who pass down their family recipes and hold various specialties such as food & wine journalists, sommeliers, cookbook authors, gluten-free cooking

Virtual Italian Barista and Coffee Workshop

Dive deep into the world of coffee starting from Italy's serious espresso culture. This online workshop is lead by coffee expert and barista trainer in Florence

Days (for scheduled events open to the public):
Tuesdays (please see eventbrite page for details)

Caterina de' Medici, the royal foodie and her "food legacy"

Meet Caterina de' Medici (the noblewoman credited with having inspired gelato's invention) and her gastronomical influence between France and Italy.

Available only on a private request basis, minimum $200 seminar buy-out contact us to arranee

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Online Courses

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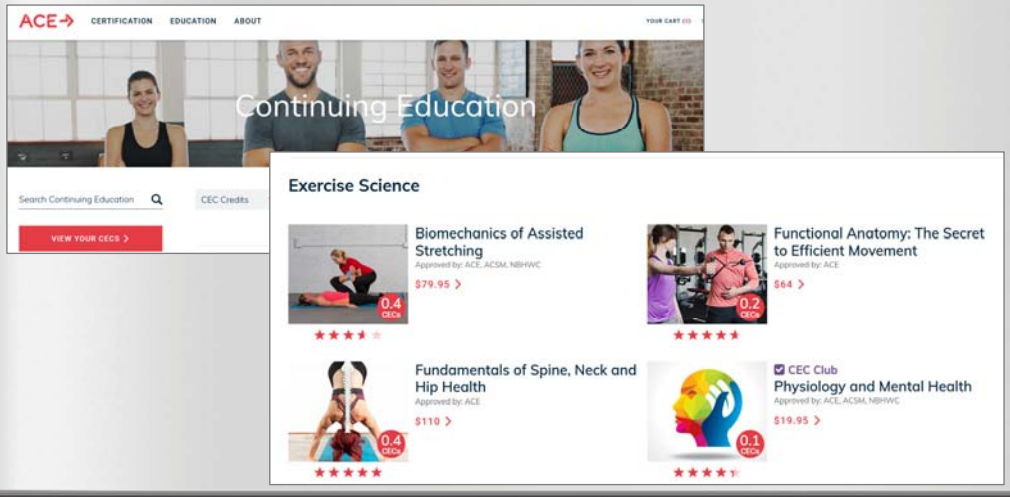
Accredited Courses



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Teach on Course Platforms

- Udemy
- CreativeLive
- Lynda.com
- Skillshare

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Steps to Success – Online Courses

1. Determine content need for your audience
2. Decide length of course and deliverables (handouts, quizzes, etc.)
3. Choose price point based on audience

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Steps to Success – Online Courses

4. Implement a learning management system (LMS): Kajabi, Teachable, Thinkific, LearnWorlds
   - ❖ Or Wordpress plugin: LearnDash, WP Courseware, Sensei, LearnPress

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Steps to Success – Online Courses

5. Create sales page focused on benefits
6. PROMOTE!

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Online Conferences

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Since 2010! NFWC

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Social Media Marketing World

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Social Media Marketing World

Ticket Options:	All-Access (Most Popular)	Marketer	Community	Virtual
Access Keynotes	YES	YES	YES	No
Access ALL Sessions / 16 Tracks	YES	YES	No	No
Access All 4 Video Tracks	YES	YES	YES	No
Access Workshops (extra day)	YES	No	No	No
Recordings (*all sessions/workshops)	YES	No	No	YES*
Networking Parties	YES	No	No	No
Networking Plaza	YES	YES	YES	No
Retail Price	$1697	$1097	$497	$697
SALE Ends Friday!	Not Available	Not Available	Not Available	Not Available

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Outdoor Photography Conference

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Online Conference Features

1. Multiple speakers
2. Recordings & transcripts
3. Bonus materials
4. Give-aways or door prizes
5. Online networking
6. Consultations

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Steps to Success – Online Events

1. Plan several months in advance
2. Book appealing speakers
3. Choose delivery platform (Zoom)
4. Create sales/registration page

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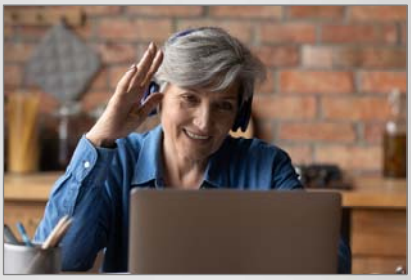
Steps to Success – Online Events

5. Promote a LOT
6. Ask speakers to help promote
7. Deliver tremendous value to inspire return attendees
8. Frequent communication



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Podcasting

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Podcasting – Hot, Hot, Hot

- Apple Carplay
- iTunes
- Stitcher Radio
- Google Podcasts
- iHeart Radio

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Podcast Plan: Be a Guest!

- Don't be afraid to pitch
- Find shows that reach your target
- Make it about their audience
- Find contact info online
- NFAA weekly media leads

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Podcast Interview Tips

- Give tremendous value
- Avoid over-selling
- Give incentive for joining email list
- Host a give-away
- Invite them to join your tribe

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Benefits of Hosting

- Brand-building
- Content marketing
- Connect with influential guests
- Opportunity to stand out in your niche

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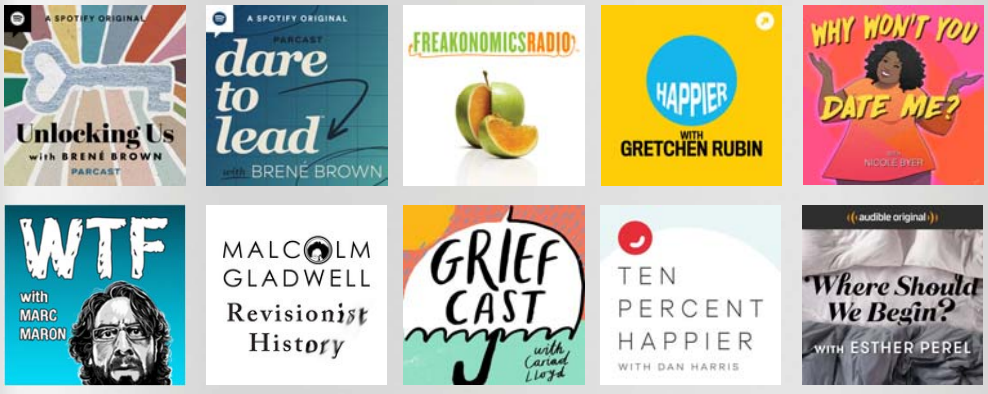
Listen and Learn



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Host Your Own Podcast

- Choose frequency: daily, weekly, twice-weekly, etc.
- Determine length: 20 minutes, an hour?
- Set your format: Interviews, tips, Q&A?

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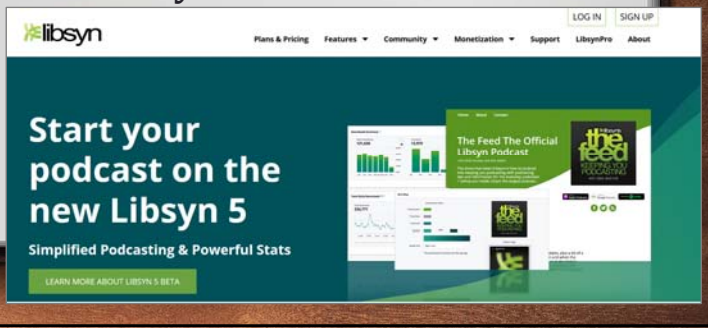
Podcasting Success

- Microphones: Blue Yeti, Audio Technica ATR2100, Heil Sound PR40
- Record: Zoom, GarageBand, etc.
- Distribute to iTunes: LibSyn.com



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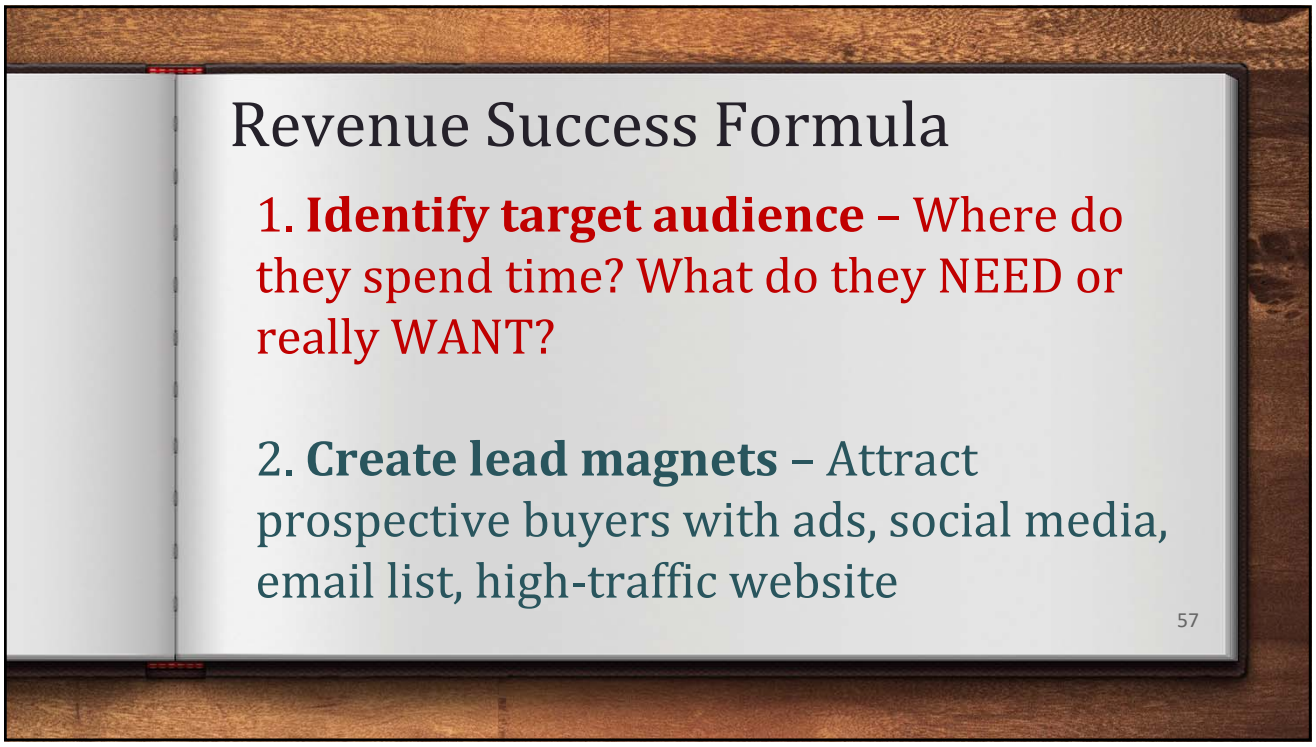
Revenue Success Formula
1. Identify target audience – Where do they spend time? What do they NEED or really WANT?
2. Create lead magnets – Attract prospective buyers with ads, social media, email list, high-traffic website
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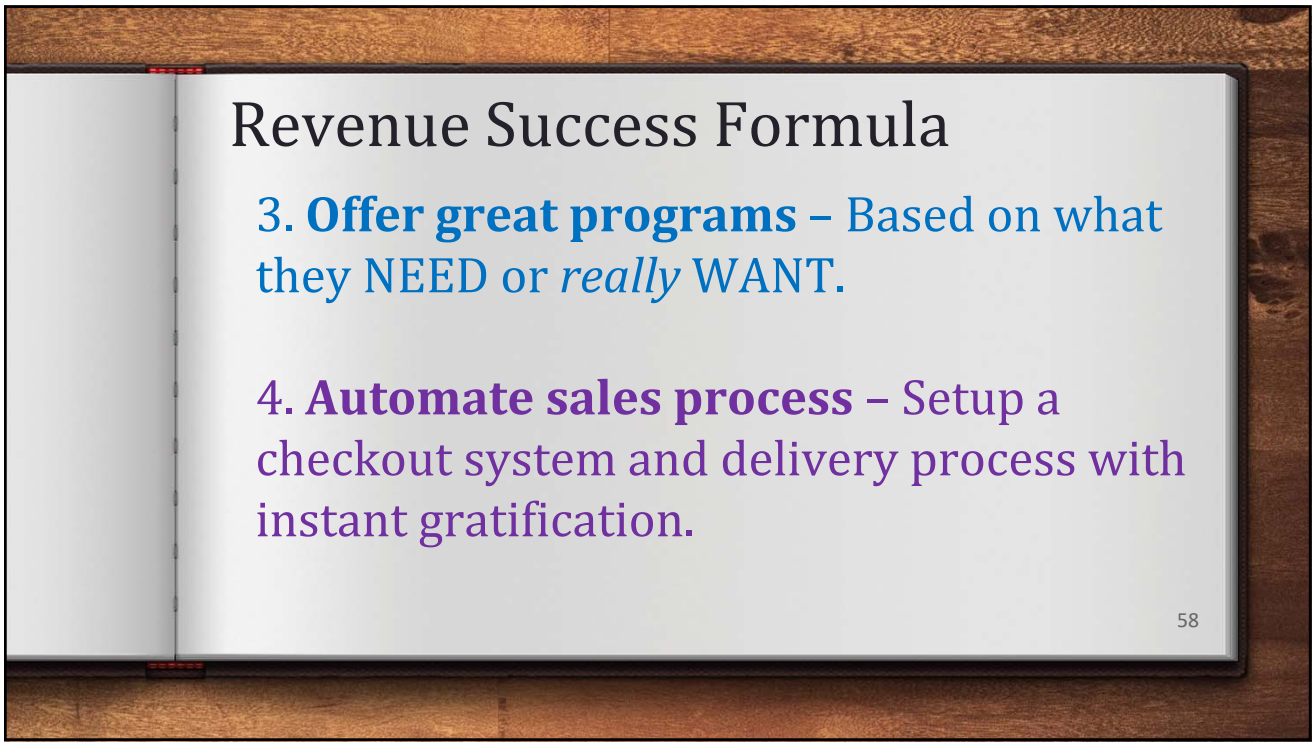
Revenue Success Formula
3. Offer great programs – Based on what they NEED or *really* WANT.
4. Automate sales process – Setup a checkout system and delivery process with instant gratification.
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Tools and Resources

- Ecommerce: Paypal, E-junkie.com, Shopify, Woo Commerce, Square, Infusionsoft, Cartra
- Email marketing: Constant Contact, MailChimp
- Lots of tools: nonfictionauthorsassociation.com/recommended-resources

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Thank You! Questions?

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