



**CONFIDENCE**  
BY DESIGN

Presents



Your Guide to:  
**World Class Webinars**

## Core Principle

### *A World-Class Webinar is Audience Focused.*



#### **Problem**

What challenges do your audience face?



#### **Points**

What solutions will help your audience?



#### **Interaction**

How will you immerse your audience?

### **Problem**

#### *Focus on Audience Pain!*

Decide the topic of your webinar by identifying the **challenges** your audience faces. Once you have developed a list, select **one problem**. Helping your audience overcome that singular problem will be the focus of your webinar.

### **Points**

#### *Ask yourself 'why?'*

To truly help our audience overcome their problem, we must ask ourselves **why** this is a problem in the first place. This question will identify several **reasons** why this problem exists. Your job is now to find **solutions** to tackle these reasons. Such solutions will become the **points** of your webinar.

### **Interaction**

#### *Give Your Audience a Role!*

*"Tell me and I forget. Teach me and I remember. **Involve me and I learn.**"* - Benjamin Franklin. Immerse your audience by using the 3 levels of interaction; **non-verbal, verbal and shared**.

