

WEBINAR QUESTIONNAIRE EXTRAORDINARY

These questions support you to clarify the purpose of the webinars. With this outline, you will subsequently produce the script.
Good luck!

What is the webinar about? E.g. organize webinar, webinar production, broadcasting, analysis, lead follow-up

How are you doing?

- Good
- Better
- Great!
- Amazing!
- So good, there must be something going on.

What is the purpose of this webinar? Why is it produced in the first place?

Max. check 2 options

- | | | |
|---|--|---|
| <input type="checkbox"/> Lead generation | <input type="checkbox"/> Periodic update | <input type="checkbox"/> External communication |
| <input type="checkbox"/> Sales | <input type="checkbox"/> Training & Education | <input type="checkbox"/> Internal communication |
| <input type="checkbox"/> Customer loyalty | <input type="checkbox"/> Because it's possible | <input type="checkbox"/> Because it has to |
| <input type="checkbox"/> Online authority | <input type="checkbox"/> Expert status | <input type="checkbox"/> Online awesomeness |

Who is the target group?

Is the target group familiar with WebinarGeek?

- Yes
- No
- A bit of both

Does the viewer require prior knowledge to follow the webinar?

- Yes
- No
- Would help, but is not necessary

Why would someone watch your webinar?

What 2 to 4 significant things the viewer need to remember after watching the webinar?

What should the viewer do after the webinar? Do you have a call to action?

E.g. inspired, create a trial account, take out a subscription

Can you invite a guest speaker?

Do you have unique visuals to support your story?

WEBINAR SCRIPTING QUESTIONNAIRE

Time for the script! With the following questions, you set the foundation for the script of your webinar.

PHASE 1

What problem are you going to solve?

Why is it a problem?

What is an example of the problem?

Why should the problem be solved NOW?

PHASE 2

What is the solution you offer?

What benefits do you offer the viewer?

What benefits do you offer for your viewer's customers?

PHASE 3

Why do your viewers have to work with your solution NOW?

Do you possess a practical example of someone who already uses your solution?

What is the solution you offer?

PHASE 4

What do you promise your viewers if he/she implements your solution NOW?

What is your offer for the viewer?

How does the viewer earn back his/her (time) investment?

What do you want the viewer to do NOW? E.g. request brochure, purchase the product, register for training or workshop, etc.