

# **The 5-Minute Guide to Running a Successful Webinar**

**- SPECIAL REPORT -**

Running a successful webinar can mean big things for your business. A webinar audience is a captive audience that actually wants to hear what you have to say, and that means that they will be paying attention and asking questions, and will be much more willing to spend money or get involved in the opportunity that you are presenting.

But you need to put on a good webinar in order to get that audience and this guide will help you. From the equipment needed to how to get the audience to return for future webinars, this five-minute guide is here to show you exactly how to run a great webinar.

## **Software Needed**

Let's talk about the software that you will need. If you choose the right platform, that will be pretty much the only major piece of software involved. However, there are a couple of minor programs that you might want as well.

**Platform:** The platform is the software (often web-based) that the entire webinar runs on. Usually, you pay a monthly membership to belong to a specific webinar company and have free reign to use their software with the maximum number of people based upon the price that you pay. This software can report statistics, record your webinar, include a chat room and much more. The

software may work with peripherals like webcams and audio devices as well as with social media like Facebook and Twitter.

**Other Software:** You may also need other software to present your webinar. For example, you might need some sort of slideshow program such as PowerPoint, which will allow you to present your slides. Depending upon what you plan to share on your computer screen you may need other programs as well.

## **Hardware Needed**

When it comes to hardware, there are some things that you will definitely need, but the good news is, you probably already have them. The most important thing about the hardware is that you want them to be high-quality and perform professionally. We will explore that more specifically as we discuss each type of hardware that you need.

**Computer:** You need to have a really good, high-speed computer to run your webinar. You don't want to be talking about important concepts and your shared screen freezes because you have too many processes going and your CPU can't handle it. You want to make sure that your computer has multiple cores and plenty of RAM.

**Internet Connection:** You need a wired internet connection to run a webinar. WiFi connections are not that stable and you don't