

# Record (and Market) Your Own Webinar

Whether you want to record your presentation for personal playback, record to send to other clients, or promote to new clients, this quick guide can help you get started and look great.



## Recording Your Webinar

### PLAN AHEAD!

This all begins with choosing a webinar platform with all the features you need. Naturally, in order to market your webinar, you're going to need to record it – so make sure the platform you select has this feature. Some platforms even allow you to live stream on social media channels. There's no worse feeling than 'I shoulda coulda' after a great presentation, so plan ahead and record your webinars – you'll find plenty of great recording options with a simple web search.

### PRACTICE MAKES PERFECT!

Or at least gets you close. Make sure you have a script, an agenda, or a roadmap put together before you host your event. Run through it a couple of times to make sure you are comfortable on camera.

### AUDIO IS EVERYTHING.

Hosting a webinar with bad audio is a surefire way to distract your viewers. Using a USB microphone is a great way to ensure strong audio quality. A few additional tips: try to eliminate as much background noise as possible while recording. Test the audio in one of your practice runs to make sure

it's on point. Lastly, when you're not speaking, don't be afraid to temporarily go on mute to keep from distracting.

### DON'T BE AFRAID OF YOUR WEBCAM!

People like putting a face to the voice that's speaking to them. Sure, you probably have a presentation that you're sharing on screen, but don't be afraid to start the webinar with an on-camera introduction. It's a great way to establish some credibility as a speaker. Just be sure the lighting and optics of the room are professional.

## Editing Your Webinar

### GET RID OF GLITCHES AND AWKWARD PAUSES.

You can use a basic video editor like iMovie or the video editor on YouTube to make your webinar look precise. Word of advice: Free editing software is usually worth what you pay for it. You can spend a lot of time on this step, but if you followed the above suggestions, it's probably not necessary.

### WHO SAID FINANCIAL ADVISING WASN'T GLAMOROUS?

You can also use the above video editors to add intro music, annotations, closed captioning, and calls-to-action

to further enhance your video. But just remember, we're not in the business of winning Academy Awards; a few of these enhancements can help, but don't overdo it!

## Marketing Your Webinar

### CHOOSING THE HOST WITH THE MOST.

Now that you've edited your video and have it in a place where you're ready to share, the first step is identifying the channels in which you'd like to host the webinar. Ask yourself who you're creating this webinar for – Do you care about reaching the maximum number of people? Then you'll want to have this video live on multiple channels. Send it out in emails. Publish it to your website. Upload it to social channels. Are you looking to capture leads? Wistia is a great hosting platform for gathering information, as it allows you to export data on your viewers.

### SPREADING THE NEWS.

So, you now have a finalized video and a list of channels identified. Now you need to tell people about it! Use your email lists, use your social channels, and certainly post an update to your website alerting your audience that this webinar is now live.