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Stop Speaking For Free! The Ultimate Guide To Making Money With Webinars



Synopsis

The right to free speech was never meant to prohibit experts from generating income through speaking. Yet, many speakers seem to interpret "free speech" as a mandate to give away their specialized expertise for free, with exposure as their only compensation. And, exposure doesn't pay the bills. **Stop Speaking For Free! The Ultimate Guide to Making Money with Webinars** positions you to get paid for your expertise by delivering attendee-funded webinars. Your presentation may be virtual, but the dollars are real! You will discover:

- Three criteria to guide you in the selection of your most saleable content ... what people will readily pay to learn from you
- Three types of prospective registrants ... how to engage each of them effectively and at the right time
- A specialized copywriting methodology designed to drive registrations for attendee-funded webinars
- Free and low-cost marketing strategies to creatively reach your prospects ... beyond your database
- Due diligence guidelines that help you choose the right webinar back-office company for your needs

"I saw an opportunity to reach new audiences using webinars, but I refused to give my expertise away for free. **Stop Speaking for Free!** helped me create a brand-new (and quite lucrative) revenue stream. You can do it too ... this book is a must-have for every speaker, consultant, and trainer!" -Sam Richter, Author of the award-winning book *Take the Cold Out of Cold Calling*

"**Stop Speaking for Free!** teaches you everything you need to know to succeed with attendee-funded webinars. I've used these principles myself ... and they work!" -Patricia Fripp, Past National Speakers Association President, Author of *Get What You Want!* and *Make It, So You Don't Have to Fake It!*

Lee B. Salz is the recognized authority on attendee-funded webinars. He has helped hundreds of speakers, trainers, and consultants stop giving their content away for free and make money delivering attendee-funded webinars. Lee launched *Business Expert Webinars* as a means to connect speakers virtual audiences ... and with real dollars. Jenny L. Hamby is a Certified Guerrilla Marketer and creator of *How to Successfully Market Seminars and Workshops* specializing in promoting in-person and virtual training seminars. She helps speakers, trainers, consultants, and coaches grow their businesses through direct-response and Internet advertising campaigns.* Included with the purchase of the book is unlimited access to the Webinar Resource Center, a comprehensive online library of tools, white papers, and worksheets to successfully guide your webinar journey.

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Customer Reviews

This is a repost of my review on [...]...As the old saying goes, "If I had a nickel for every time..." In this case, it'd be every time I've been asked or have seen a post on Twitter, LinkedIn, etc., asking, "How much can I/should I charge for a webinar?"The question makes me near nauseous. To be fair, it's usually asked with the right intentions, but the reason I think it's a sign of not necessarily thinking things through is that a webinar is a delivery mechanism. It's your virtual room. And you wouldn't ask "how much would people pay to attend my hotel conference," right?Lee and Jenny have done a fine job of tackling this question in Stop Speaking for Free! The Ultimate Guide to Making Money with Webinars. And as the CEO of Business Expert Webinars, he knows well the (secret!) numbers behind the scenes of what sells and what doesn't.Here's a brief outline of the book with a couple teaser nuggets thrown in:Chapter one assesses the market opportunity for attendee-funded webinars. I won't say much other than this: live, instructor-led training has always had a market for which people will gladly open their wallets...if the goods are what they want. They buy content in books, videos, mp3s, and a a hundred other delivery forms for content, so why not webinars? There's no good reason at all. In fact, they will.Chapters two through four are DA BOMB. This is where people need help...creating content that someone else will pay money for. Lee answers the "what people buy" question and offers practical advice for how to transform your content to get where you want to go. In short, are you delivering skills in a tightly-focused and immediately actionable way?

Anyone who even lightly peruses my blog knows that I am a big fan of "The Webinar Minute", a video series hosted by Lee Salz, CEO of Business Expert Webinars. Lee bases this series on the ideas presented in his new book "Stop Speaking for Free! The Ultimate Guide to Making Money

with Webinars". Now I thought I was quite knowledgeable about webinars and I always viewed the production process as pretty straightforward. Lee's book at once daunted me and comforted me. On the daunting side is just how much one has to think about when launching an AFW (an acronym coined by Lee that stands for Attendee Funded Webinar). On the comforting side, Lee leaves nothing to chance. Every nuance of launching an AFW is covered. The first hurdle Lee guides you over is busting the myth that you are doomed to offer your webinar for free. We've all attended so many free webinars that it is easy to assume no one will pay for one. Lee's first lesson for us is that the boundary between free and fee is content. There is content people will pay for. Lee spells out what distinguishes pay worthy content. Then, using his extensive background in sales, Lee teaches you how to put virtual butts in seats. It isn't sufficient to just have good content. You have to sell it. Lee devotes a good portion of the book to crafting your webinar invitation. This invitation should spell out what tangible benefit your audience will reap from your webinar and why you are uniquely suited to deliver it. Lee understands that the new marketing paradigm is inbound and how social media plays a key role in your AFW marketing plan. He devotes a full chapter to using LinkedIn to market yourself and your webinars. So you've got your content and you know how to sell it.

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