

wishpond HOW-TO

9 Tools You Need For a Flawless Webinar



wishpond.com

1. A Reliable Laptop and Power Cord

(We use a Macbook Air)

That being said, any virus-free computer with updated software will do the trick!

Most importantly a power cord is a must. Never rely on your computer battery. Even if you think it can last through your webinar, you don't want to run the risk of a malfunction during your live presentation!



2. A Second Computer Monitor

It's always a good idea to have a second computer logged into your webinar. This way you can see your presentation the way your attendees do.

On GoToWebinar full screen mode you cannot track your cursor, so a second monitor allows you to clearly see what you're showing the audience.



3. A Good Microphone/ Headset

(We use a Shotgun mic)

Don't rely on your laptop's built-in mic. The audio may sound tinny, scratchy or faint, even with on a high-end, expensive laptop.

Even standard headphones with a mic attached will provide the audience with clearer audio.

Be sure to test how your video's audio sounds coming out of headphones as well as computer speakers. Good audio is the main difference between a shoddy video and a professional one.



**Get the one we
use on [Amazon](#)**

4. A Digital Camera for Live Q & A

(We use a Canon T3i)

Your webinar seems much more personalized if the audience sees your face at some point during the presentation.

A good camera for Q & A is optimal, but by no means the most important part of your presentation.

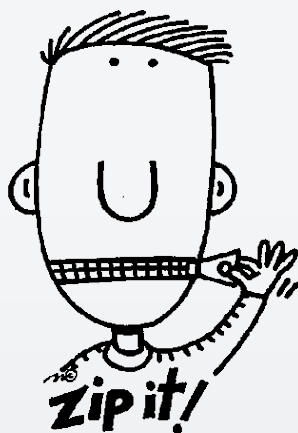


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use on [Amazon](#)

5. A Studio/ Quiet Room

If hosting your webinar from an office, ensure that it is a quiet, interruption free zone. Microphones can pick up even the tiniest noises from surrounding areas. If necessary put a sign on the door to remind colleagues!

If hosting from home, choose a quiet room where you won't be disturbed. Make sure all of your electronics are muted so that you can carry out your webinar disruption free.



Webinar in

Progress.

Please Tread

Lightly!

6. Good Lighting

If you do choose to be on screen for Q & A or a portion of your webinar, make sure you monitor your lighting.

Use warm (yellow) lighting above so you don't look like a ghost, but white light as well to make it bright. We use natural light that comes through the window and a couple of light stands that we bought from a hardware store.

But test your own lighting to determine if a blacked out room and solid light sources yields a better result for you.



7. Video Editing Software

(We like Apple's Final Cut Pro)

Editing your webinar recording for on-demand viewers can make all the difference.

Editing software allows you to cut out any technical difficulties or background noise. You can also eliminate any long pauses or parts that the host is not pleased with.



Get the
software we
use from [Apple](#)

8. A GoToWebinar Account

At Wishpond we have tried both browser hosted webinar platforms and GoToWebinar (G2W).

We have found Gotowebinar to be the best webinar broadcast and recording platform. It's stable and user-friendly. G2W allows you to host online events with up to 1,000 attendees from around the world.

Neil Patel, online marketer extraordinaire tested different software tools and found GoToWebinar generated 15-38% more signups than any other tool.

Create your
GoToWebinar
account [here](#)



GoToWebinar

9. A Killer Presentation

Have you ever sat through a presentation with dull, text-heavy slides? It's not fun. Don't make the same mistake with your webinar.

Your slides should be informative, engaging and emphasize the main points of your topic. Your slide deck should strengthen what you are saying.

Don't cram too much information into one slide. Use pictures to convey your message when possible.



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If you have any questions, feel free to send an email to support@wishpond.com. We have a fantastic support team that truly loves helping our readers.

Or, book a [one-on-one conversation](#) with one of our marketing success leads and they can help you out.

Thanks for reading!