

## WORKING WITH WEBINAR SUCCESS



Working with Webinar Success to create lead generation recordings is an easy process.

We start with a conversation. You tell us about the materials you have now. That might be a recording of a webinar you've already presented live, it might be a slide deck that was used in a live presentation, it might be a white paper or a marketing handout. We'll ask you what you want to achieve and what messages you want to deliver to your target audience.



After reviewing your materials, we'll suggest a strategy for organizing your information into one or more short recordings of ten minutes or less. We give you complete pricing up front for the entire project... No hourly charges and open-ended contracts that leave you exposed to spiraling costs.

If you decide you would like to move forward with the project, we will start work on producing the recording materials. If you decide it's not right for you, there is no charge and no sales pressure to change your mind.

With your go-ahead, we create a script with the tone and presentation style you want. We assemble your slides and make edits or additions as necessary. Everything is submitted for your approval and we refine it until you're happy.

We create your recordings in a tone of voice that matches your preferred communication style. You might choose a formal voice of authority and expertise or you might want a more conversational approach. We can even provide a high-energy advertising voice if desired.

Once your presentations are completed to your satisfaction, we host them for universal access through any web browser. There is no technology setup or integration needed on your side and you are freed from any considerations of storage requirements or extra communications bandwidth planning.

You have the option to require registration before a prospect can see your recording and we can create automatic email notifications so that you receive a message as soon as someone views your recording. Imagine the power of being able to make an immediate follow-up call to see if a prospect would like more information while your company is fresh in their mind!

We turn over to you the electronic versions of the script, the presentation PowerPoint, and a combined handout version in PDF format.

There are no additional fees for access by your audience. You get unlimited leads for a period of one year, and you can keep your recordings active after that with a simple renewal.

### CONTACT WEBINAR SUCCESS:

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