

# Quit Calling Them Webinars (& More Ideas for Making Money with 'em)

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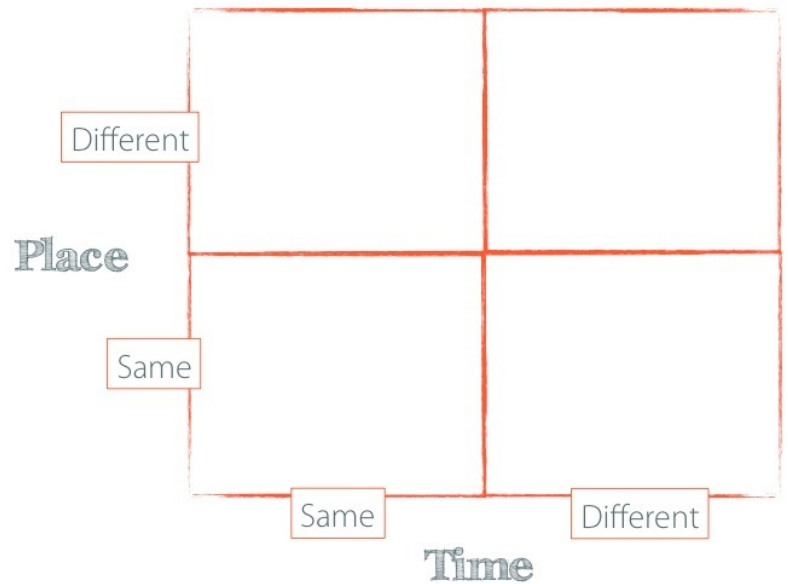
## The Experience Gap

A) Compare your in-person fee versus the price of a DVD/set (of the same content). What is the ratio or percentage? (Example: \$3000 (in-person) / \$60 DVD = 50:1 or 2%).

My ratio or % \_\_\_\_\_

B) Compare the experience you deliver to what you have seen or experienced in a webinar. Identify at least one difference below:

C) Share! ([www.todaysmeet.com/roger](http://www.todaysmeet.com/roger))



## Strategies for Positioning/Packaging/Pricing

**Positioning: Content + \_\_\_\_\_ = change = value)**

Quit calling them webinars. Instead. . .

Create a list of \_\_\_\_\_ unique to both \_\_\_\_\_.

Set the expectation of the same value of or online, they each have different benefits.

Think "I'm a Mac, I'm a PC" commercial. Find and elevate the \_\_\_\_\_.

Make the client set up and manage the tech. / "I always prepare to be ready for your venue."

**Packaging/bundling: Time + Timing + Medium + (\_\_\_\_\_ vs. \_\_\_\_\_)**

Blend in-person and virtual sessions to create new value combinations.

Add virtual sessions before "the event" session to. . . (*Share!* [www.todaysmeet.com/roger](http://www.todaysmeet.com/roger))

Add virtual sessions after "the event" to. . . (*Share!* [www.todaysmeet.com/roger](http://www.todaysmeet.com/roger))

Add follow-on 1:1 or small group coaching via web conferencing.

Limit \_\_\_\_\_ to maximize revenue and \_\_\_\_\_

## Pricing/terms

Add \_\_\_\_\_ to your contract.

Add an \_\_\_\_\_ for using the recording.

Factor in your PITA costs.

Spell out your discounts such as. . .

Offset your "platform agility" labor with a \_\_\_\_\_ fee.