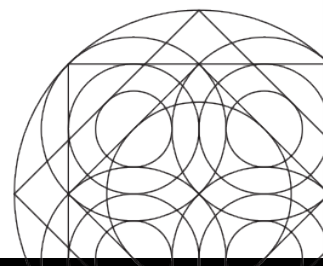
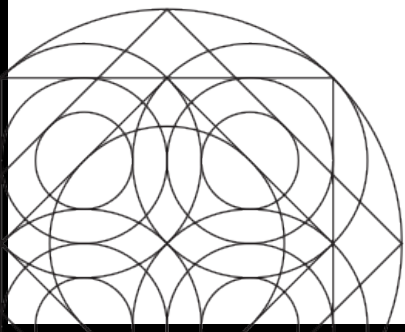


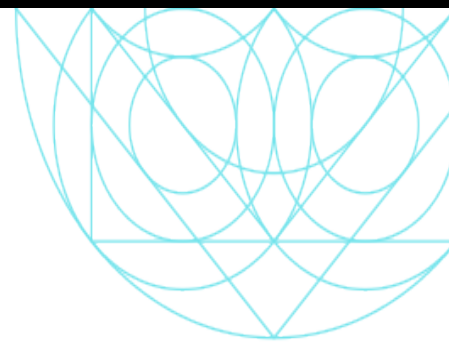
PERFORMANCE
FOR

*Webinars/Radio/
Podcasts*



PERFORMANCE FOR

Webinars



VOCAL WARMUPS

- *Your vocal performance is the most important part of your webinar, radio, or podcast performance*
- *Speaking constantly for 1-2 hours is really hard on your vocal chords unless you have warmed up properly*

PRE-GAME WEBINAR PARTYS

- *The sale is made and lost in those first critical moments, so you need to be really conscious of what you're doing when you first go live*
- *Have a pre-game dance party*
- *Build engagement in the first 3 minutes*

Think about questions you want to ask the audience

- *The two topics people like talking about the most*
 - *What's your name*
 - *Where are you from*
- *Have them post their Instagram, Facebook, LinkedIn channels so you can connect*
- *What topic are they most excited to learn about today*
- *What is their biggest frustration when it comes to....*

Hint: This is a good time to check your tech too!

A WORD ON SLIDES

- *Keep your slide decks minimal*
- *Use mainly images*
- *Text is distracting*

PERFORMANCE FOR *Radio/Podcasts*

UNDERSTAND SHOW STRUCTURE

- *Research the show's format beforehand*
- *Analyze the length of time for each segment, the tone of language used and the audience you're speaking to*
- *Think about what the audience wants to hear from you*
- *Always keep in mind that you have your own agenda of messages that you need to communicate and you should use your bridging statements to get these across*

WHERE TO LOOK

- *If you are on a podcast or the radio and you are in the same room as your host, look at them*
- *If you are on a webinar and people can see you, look at your webcam, not your notes on the screen*

THINGS TO REMEMBER

- *When you are on a radio or podcast, it is extremely important to have good quality sound, and always speak into the mic*
- *If you are at home, eliminate all background noise*
- *Avoid Dead Air*
- *On a webinar, if you are answering people's questions, always repeat the question first and use the person's name*
- *If you are on a radio show, learn the host's name*

