

# MAKING REVENUE WITH YOUR KNOWLEDGE!

Create paid webinars with interesting content

Create Webinar

What is important to know offering paid webinars?



Some tips .....

## 1 TITLE & DESCRIPTION

This information is so important, you have to write it as if you were a participant looking for a webinar. Just write an incisive info and a message that catches your participant at the first glance!

Don't forget to change the default picture into one image that describes better your event topic!

## 2 Time & Duration

The time and the duration really depends on your target of participants like: students, employees, homeworkers... and depending on your type of webinars like: single webinar, course with several dates...

The most popular time on our platform is the evening. For the duration, our tip is that should't be too long, more than one hour could get boring for the participants. z z z z z z

## 3 PRICE

The price depends on the type of webinar you will offer. It is also not the same price for a one hour duration webinar than a webinar with several dates. The most successful webinars from our trainers have a price between 20€ and 60€ for one hour duration.

As we said, you should think about the price depending on the content, popularity and duration of the event.

## 4 PRESENTATION

A presentation is a really good way of showing your knowledge.

Here are some tips:

descriptive pictures (1 image is better than 1.000 words), not too much text, previous preparation from you, good quality on the slides, everything in the correct place (introduction, body, good bye)...



## 5 MARKETING & INVITATION

Arrived at the invitation we give you four tools from where you can invite all your contacts or ex-participants from past events in different ways.

Also you have more options to promote your webinars around the Social Media Channels. On this section you will find links to post in:



Another alternative is installing a widget with your upcoming webinars in your website or in your facebook fan-page.

Now let's start to **PROMOTE YOUR WEBINARS** through all your contacts. Don't forget that you can also promote your webinars in the edudip marketplace, we have a high traction (over 1.000.000 page impressions per month).

## 6 TWO EXTRA TIPS!

Customize your Academy!

Style your personal academy in your corporate design or create your own design that fits your webinar topics. With the new style of your Academy you will reach a professional look and thus more attendees for your events!



BE an Expert!

Make free webinars!

We suggest to create free webinars at the beginning, to achieve a good reputation and be a good rated trainer in our platform, therefore you will reach more attendees for your future paid webinars.

Do you want to have the edudip expert-label? Send us a document which verifies that you are an expert in this field.

START right now CREATING your first PAID WEBINAR!!

Create Webinar

Oh! You can't find the paid webinar feature on your event manager?

DON'T WORRY!

This feature is for our premium members only, we recommend that you book one of our premium packages to make paid webinars yourself.



Book now