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WoDiLab

WHY WEBINARS WORK SO WELL

Understand why free webinars help build trust, create connection, and guide people naturally towards your courses or services.

ACTION CHECKLIST

☐ **Step 1 – Explore your experience with webinars**
Reflect on how webinars have influenced your own decisions.

☐ **Step 2 – Understand why webinars build tru**
Discover why webinars create a different experience than social media alone.

☐ **Step 3 – Identify when webinars work best**
Recognise the situations where webinars are most effective.

☐ **Step 4 – Reflect on webinar fears**
Identify any concerns you may have and begin building confidence.

☐ **Step 5 – Generate webinar ideas**
Think about how webinars could support your own business.

Step 1 – Explore Your Experience With Webinars

Before creating your own webinar, think about your own experiences as a participant.

Have you ever joined a webinar?

☐ Yes

☐ No

If yes...

What made you decide to join?

_____

_____

What did you enjoy most?

_____

_____

Did the webinar increase your trust in the presenter?

☐ Yes

☐ A little

☐ No

Why?

_____

_____

Notes

_____

_____

_____

Step 2 – Understand Why Webinars Build Trust

Unlike short social media posts, webinars allow people to spend more time with you and your ideas.

Participants can experience:

- your teaching style
- your personality
- your knowledge
- the way you explain ideas

Which of these do you think helps build trust the most?

☐ Clear explanations

☐ Real-life examples

☐ Personality

☐ Live interaction

☐ Questions & Answers

☐ Other _____

Why?

_____

_____

Notes

_____

_____

_____

_____

Step 3 – Identify When Webinars Work Best

Webinars work especially well when people need:

✔ more explanation
✔ more trust
✔ more clarity
✔ more guidance

In which situations do you think a webinar could be useful for your own business?

☐ Explaining my course

☐ Introducing a new service

☐ Answering common questions

☐ Teaching a useful skill

☐ Building trust

☐ Other _____

Why would this be valuable for your audience?

_____
_____
_____

Notes

_____
_____
_____

Step 4 – Reflect On Webinar Fears

Many people feel nervous before hosting their first webinar.

Which of these thoughts feel familiar to you?

☐ I don't have enough experience.

☐ Nobody will join.

☐ I don't like speaking live.

☐ I might forget what to say.

☐ I'm worried about selling.

☐ Other _____

Which fear feels biggest right now?

_____
_____
_____

What could help you feel more confident?

_____
_____
_____

Notes

_____
_____
_____

Step 5 – Generate Webinar Ideas

Now that you understand why webinars work, begin thinking about how they could support your own business.

What topic could you teach?

_____
_____

What problem could you help people solve?

_____
_____

What would you like participants to learn?

_____
_____

Notes

_____
_____
_____

Looking Back

How confident do you feel about using webinars in your business?

☐ Very confident

☐ Mostly confident

☐ Somewhat confident

☐ I still need more clarity

What surprised you most about today's lesson?

_____
_____

What is your biggest takeaway?

_____

_____

_____

Your Next Action

Before the next lesson:

☐ Think of one webinar topic you could teach.

☐ Write down three key ideas you would like to share.

☐ Remember—you do not need a perfect webinar. You simply need a willingness to help.

Your Points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Watch a webinar and complete the observation exercise

Total: 5 XP