

What We'll Cover Today-1

- How to use Webinars to close leads faster!
- How to save money on your marketing...
while getting prospects to know you better
and faster
- How to move those who are ready through
the sales process, more easily

What We'll Cover Today-2

- How to set yourself apart from other Franchise Brokers, using Webinars
- How to “fast-track” the necessary education many prospects need, before they can even *think* about buying a franchise – with Webinars

What You Need To Know About Webinars

- **A Webinar is an online presentation, usually using prepared slides. You (and possibly a guest) talk, using the slides as a guide**
- **Most Webinars do not use full-motion video. You can, but that's difficult, and we won't cover that today. Full-motion video is not necessary!**

