

DEAN WAYE, WEBINAR GHOSTWRITER (22 JUNE, 2021)

GET IT & KEEP IT: WEBINAR AUDIENCE ATTENTION

Tip: This is the Title slide. Did you know every slide has an underlying message? The title slide's message is "you're in the right place, at the right time". And you are :)

(Note from Dean Waye)

Thanks for attending our webinar! Here's the text, with accompanying slides, used for that session. To contact Sharad, use the contact info in the header of this document. To contact Dean, see the footer.

Enjoy.

How to Engage Your Webinar Audience

22 June 2021

Intro by Sharad Agarwal:

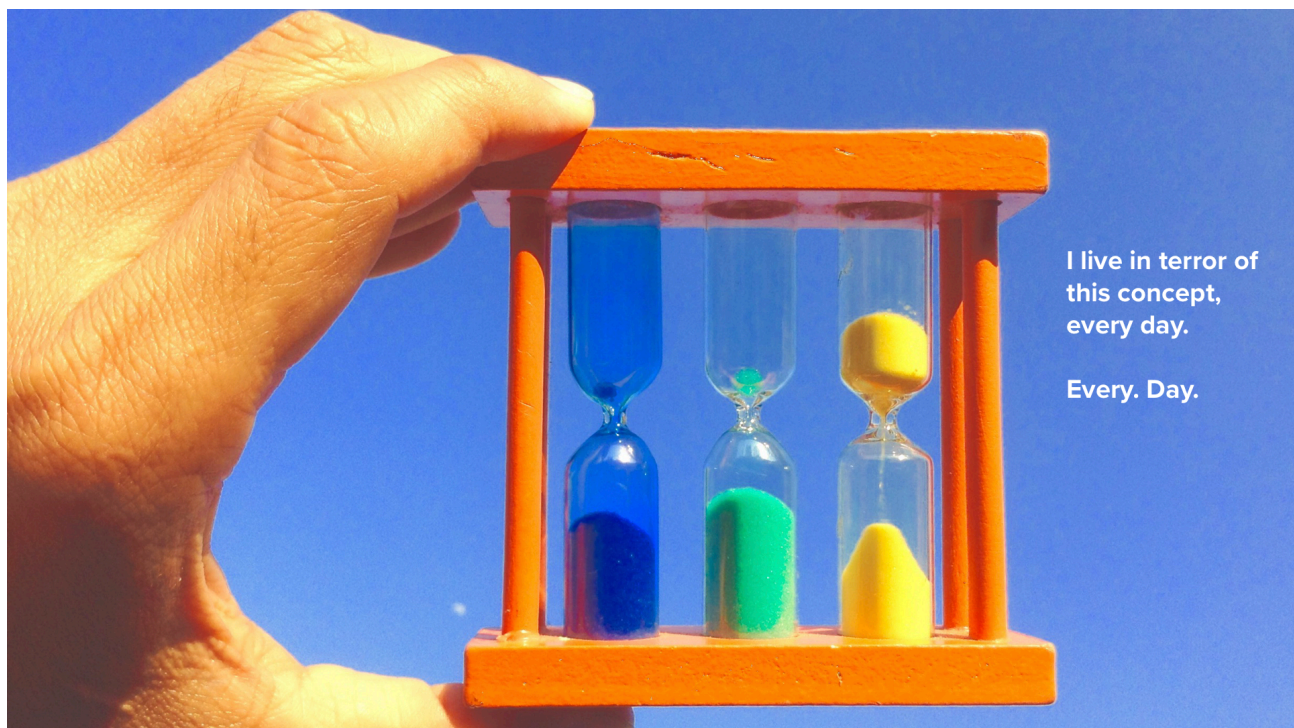
My guest today is Dean Wayne. I've been talking to Dean for several months, and he's agreed to join a live session and tell us HOW he does, WHAT he does. Because Dean's profession is very unique. He writes webinars, and presentations, for business leaders and entrepreneurs. He's a ghostwriter. His name does not appear on what he writes. It's his job to make other people successful when they give a webinar, and to convince audiences to perform the call to action. So he doesn't get in front of the camera very often. Dean has written over a thousand presentations for clients everywhere except Antarctica. And people at over 400 companies, including very famous ones, have turned to him to get their audiences to pay attention and perform a call to action. And he's here today to tell us about some of the audience attention techniques he uses for his clients.

Dean, welcome. So, what do YOU know about getting an audience to pay attention that most people don't know?

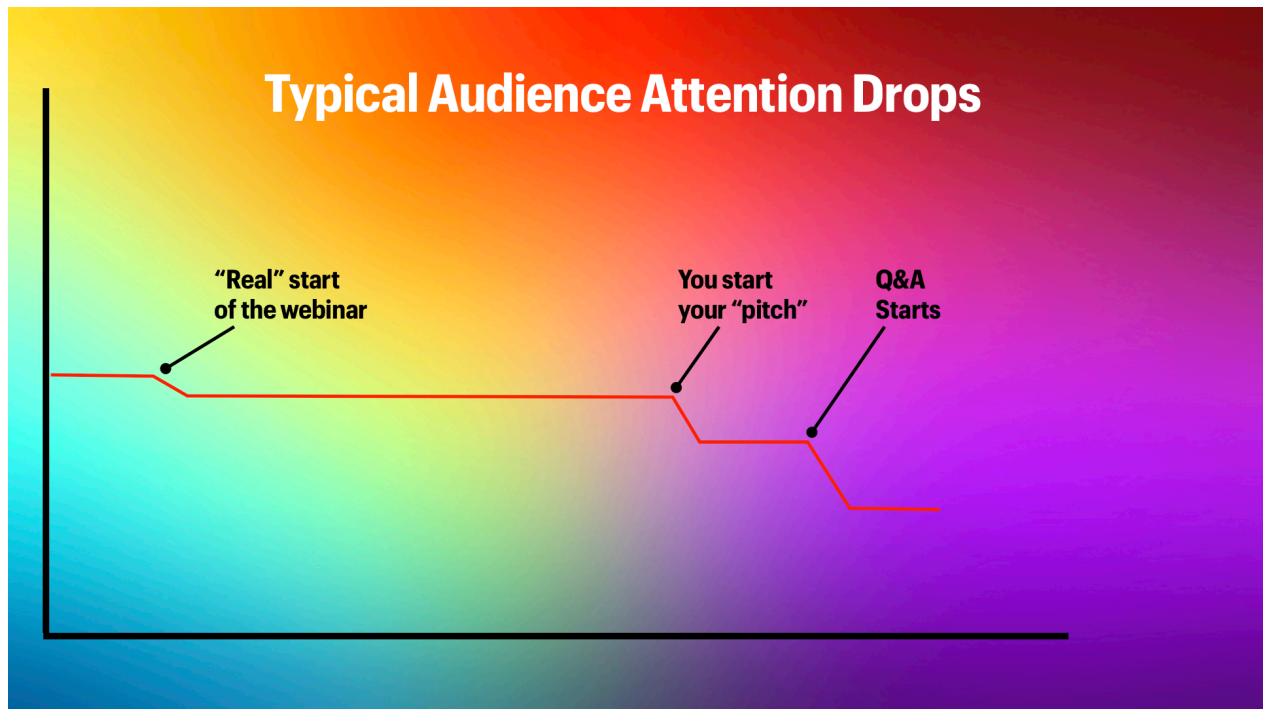
Dean Wayne:

Hi Sharad. It's helpful to pretend that everyone in the audience has a little hourglass in their head, and their attention is the sand running from the top to the bot-

tom of the hourglass. So you get 5-8 minutes of attention, and then if you don't do something to reset that hourglass, the audience starts to ignore you. That hourglass of audience attention, with the sand running out, is what keeps me awake at night. And it's getting harder to get people's attention these days. So when one of my clients has to talk to a big audience, or an important audience, I write it for them. Or I help them fix what they already have. That's my speciality – I write for other people's live audiences.



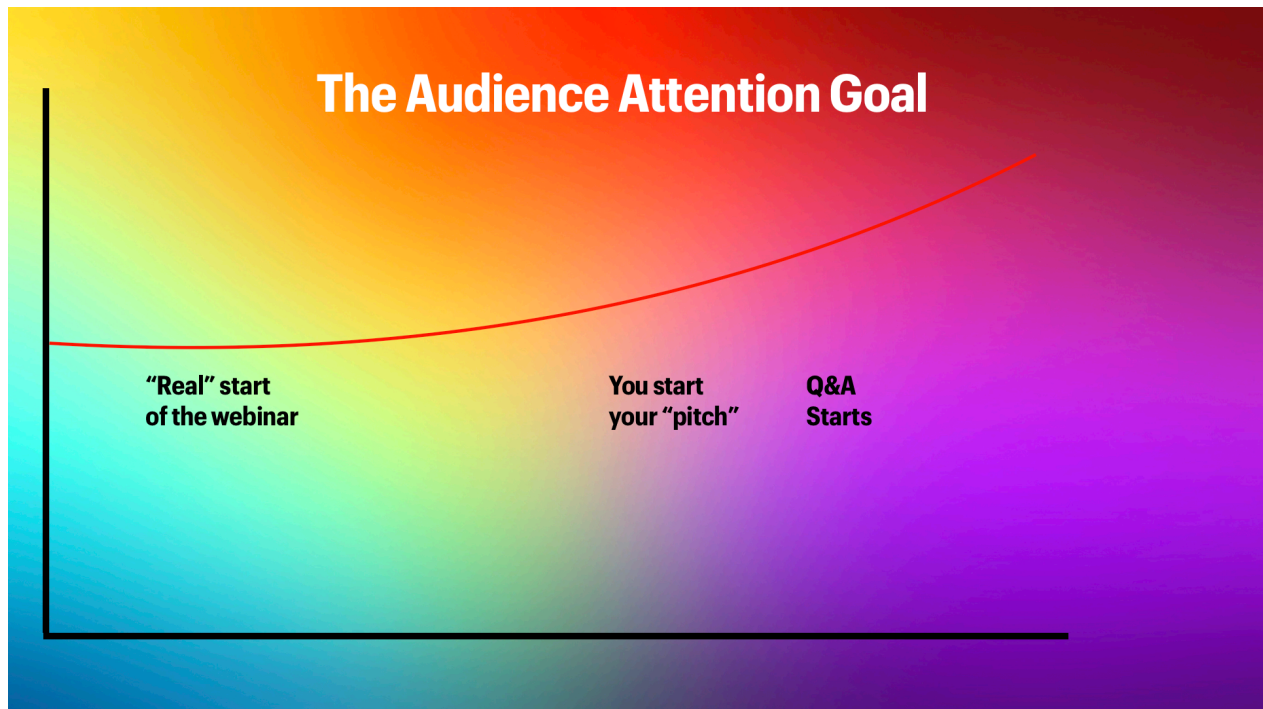
Okay, so keeping an audience's attention in a webinar, today, when everyone is distracted all the time, and can reach into their pocket or purse and hold a universe of distractions in their hand... it means that, first, we need to understand two things.



Number one, you have to grab their attention at the beginning of the webinar, but the true start of a webinar is earlier than you think it is. The webinar starts when that person connects. And if they connect early, their hourglass starts at that moment. Not when you or I start talking about our main topic.

And then the other thing is to understand that people don't watch webinars very much. They mostly listen to them. Right now, right at this moment, most of the people in our audience are listening to us. They're checking their email, they're on social media, they're working.

We're like a radio show playing in the background of their attention. So attention, for us, and for a ghostwriter like me, attention means they're paying attention to what's being said. Not to what's on the screen. I can get them back to the screen for short periods if I need them to look at a slide, and I'm going to show 1 way to do that, but mostly they're going to listen to us.



But that’s the opposite of where most people put in all their work, when they make a webinar. They spend 99% of their preparation time by working on their slides. And very little time trying to improve what they’re going to say to their audience.

Let’s talk about the first important new concept with webinars – the pre-audience.

The pre-audience is all the people who show up to a webinar early. They like to get connected, and then switch over to some other app, like their email. The first thing I do, when I’m writing someone else’s webinar, is write something for that early audience. Because everyone else ignores them, or tries to keep them interested with a gimmick. Like calling out where people are from. I see Jane from London, and there’s Rohit from Delhi, and on they go.

I write a story for that audience. I recommend that B2B clients tell a story about the early days of the company, or the early days of a product. Because it happened a while ago, so the story can include mistakes, or silly things, and it shows that we're real people. Everyone likes to hear stories about the time someone made a mistake. Or the product team added a feature even though no in the company cared much about it, but it turned out to be super popular, so the people who didn't want it included were wrong.

Just don't tell a story where you lied and succeeded because of that. People believe that if a company lied, at any point in its history, it's still lying today. Nobody wants to spend an hour listening to someone that might be lying. Or thinks lying is funny.

So that's audience attention tool number 1 – for the people who arrive early, the pre-audience, have a story ready for them. Once you start the real part of the webinar, you never refer back to that story, you never mention it again. You act as if the story didn't exist. Because some people didn't hear it. But always have a story, to keep the attention of the people who joined early.

And then the next tool is the opening message, also called the Attention Commander slide. This is the slide you show right after the title slide.

You know, there are a dozen silent messages that different slides will deliver to the audience as you give your webinar.

So, the underlying message for the title slide is "you're in the right place at the right time". Very simple, but necessary. And the underlying message of the Opening message slide is "you're in good hands, your time and attention are in good hands, because I know what I'm doing".

The underlying message of the people slide is, which is usually the third slide, the one with your name and picture and title on it, is, "I'm worth listening to, for this topic".

The 12 Unspoken Messages

- You're in the right place at the right time
- You're in good hands, I know what I'm doing
- I'm worth listening to
- This is why you can trust my company about this
- You're about to learn something important, unusual, or new
- It's important to tell you about this now
- This is the common enemy; this has kept you from getting what it wants
- This is how your company gets what it wants
- We've done all the thinking about this for you
- Doing nothing is risky
- The next step is safe, and people like us do things like this
- This is your next step

So that's an important tool for audience attention. Know the underlying message of your slides.

And those 12 Unspoken Messages Your Slides Need to deliver are:

- You're in the right place at the right time. That's the Title slide.
- You're in good hands, I know what I'm doing. That's the opening message slide. I'll talk about that more, in a minute.
- I'm worth listening to. That's your People slide.
- This is why you can trust my company about this. This is also the people slide but can also be the company slide, if you use one. Sometimes we like to have a slide that shows all of the companies locations around the world, or facts about the company, like how big it is.
- You're about to learn something important, unusual, or new.
- It's important to tell you about this now.

- This is the common enemy; this has kept your company from getting what it wants.
- This is how your company gets what it wants.
- We've done all the thinking about this for you.
- Doing nothing is risky.
- The next step is safe, and people like us do things like this.
- And finally, "This is your next step". That's your call to action.

As you write your webinar, you're trying to include all of these messages.

Now, for the opening message slide, slide number 2, you're trying to create tension and curiosity for your audience. There are 30 or so techniques for starting a webinar, that are good for audience attention, but only three of them work for every audience, so those are the ones I'll show here.

These are the Myth, Assumption, and Contra openings.

To use Myth, you say that X, whatever X is, has always been accepted as true, we all operate as if it's true, except it has never been true, and here's why.

You pick Assumption when you say X IS actually true or WAS actually true, but that has recently changed. Or you say that soon, X won't be true any longer.

And you pick Contra to say yes, X IS true, but not for everyone. Not for your group, not for your company, or not for people like you.

To show the differences between those three, here's a silly example using exercise.

If we used Myth, then we might say == We all know that exercise is good for us... except it turns out that it never really was.

If we used Assumption, we'd say == exercise is good for us, but global warming will change that. Here's how.

Use just one, please.

MYTH

We all know that exercise is good for us... except it turns out that it never really was.

—

ASSUMPTION

Exercise is good for us, but global warming will change that. Here's how.

—

CONTRA

Exercise is good for most people — but it's never been good for people with brown eyes. Until now.

And Contra would be something like == Exercise is good for most people – but it's never been good for people with brown eyes. Until now.

Those are just fake examples, exercise is good for you, I promise, but you get the point.

You make that statement, one of those statements, challenging something the audience already believes. And you show that change either has happened, or will happen, or should have happened by now for them but it hasn't yet. And you tell them that you're the one who is going to explain it.

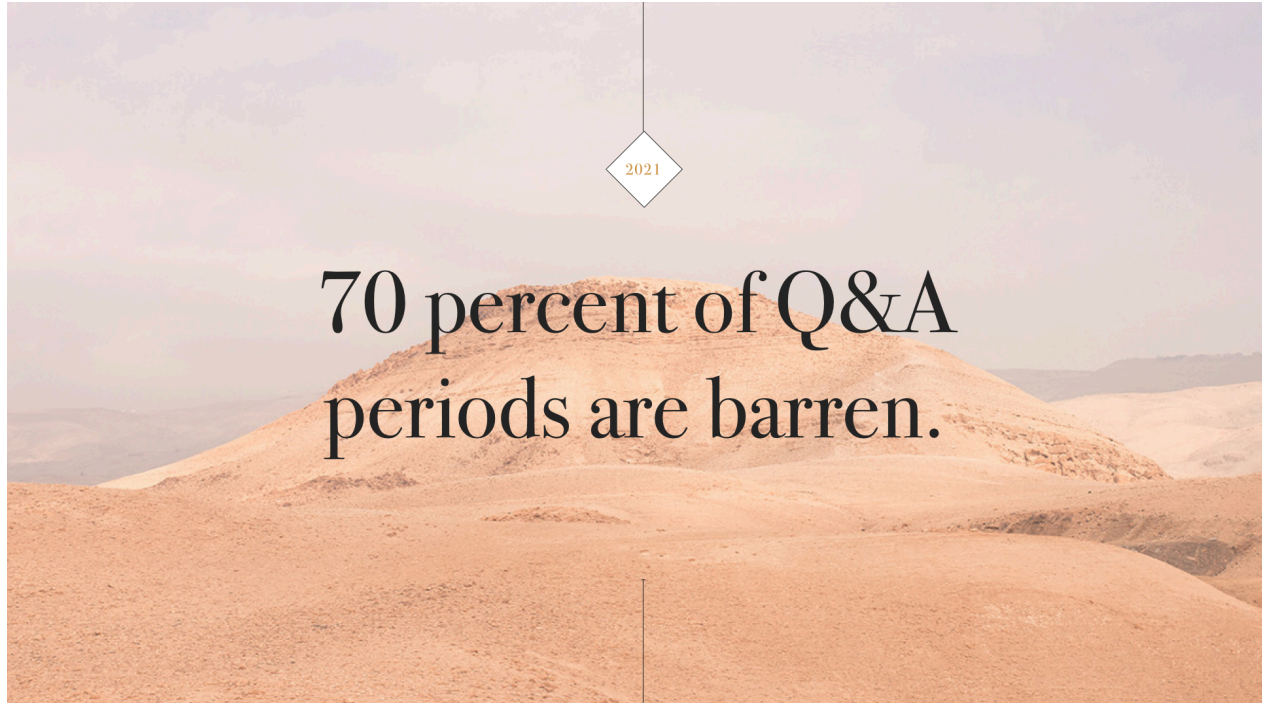
If you use one of those change-based openers, you're creating the kind of tension an audience understands, and wants relief from. No one wants to be wrong. No one wants to get caught short because they didn't notice that a change in the world already happened. Or will happen soon. And no one wants to be left out of benefits and advantages that others have.

So that's the opening message slide. You create tension and curiosity. And that opens up space in the audience's mind for your message.

So that, for the rest of your webinar, after you introduce yourself, and you show that you can be trusted, you're talking about that tension from the opening message slide, and widening the gap between what the audience believed when the webinar started, and where they are now.

For example, I hope that by now, you're seeing that showing up and giving people a lot of facts, and then ending your talk, doesn't move many people to change or take action. The way you've always done your webinars or presentations, isn't the way the best webinars and presentations are made.

Okay, I'm about to talk about some very specific techniques I write into webinars, just to get and keep audience attention... like call forwards, and call backs, stuff like that.



But before I do, now that I've talked about the pre-audience, and how to start the webinar, and how the middle of your webinar is about you opening the gap that you created with your opening message slide... let's close that topic and talk about the end of the webinar, the question period.

Because the question period, the Q&A period, is where a lot of people stop paying attention. And maybe even drop off.

You should always write the first 1 or 2 questions, yourself. And especially for the first question, you should ask and answer a scary question. People listen to the very first question, and decide if they care enough to stay. So that question should be a question you wouldn't want to be surprised by. Pick something that you hope no one would ask, and then ask it, and then answer it. If your first question is a question no one expects you to answer, something a little bit shocking... then they'll stay to hear the result.

So that's the pre-audience, the middle with the myth, assumption, or contra opening, and the Q&A.

Let's get back to specific tools and techniques. Call-forwards, call-backs, and stuff like that. These are called Attention Accelerators.

And that's where we are now.

Accelerators are vocal or visual tools. You use them to reset the audience's attention countdown timer. Or to get them back if they drifted away. Or to create more tension.

The First one, and these are NOT in any order, the first one is called breaking the myths.

So no matter what opener you used for the opening message slide, like that exercise example that I used earlier, whatever the subject was, you want to break some of the smaller myths that are connected to it. For the exercise example, talk about some beliefs everyone has about exercise, and replace those beliefs with new truths.

So, for example, we used to think you needed to get your heart pumping fast for 12 minutes for exercise to work, and that's not true. We used to think that walking wasn't even exercise at all, now we know it's pretty good exercise. Whatever. The more things you can break, things that everyone knew, and then you can replace with new truths, the more you do that, the more attention people will give you. People pay attention to things like that.

Another one I like to use, especially with B2B webinars, is called Stacking, or piling on. This is where you don't just say something was a challenge because of X. It was a challenge because of X, and Y, and Z.

Stack up the enemy forces, the deadlines, the critical path issues, the money running out, the competitors moving in, management losing faith in the project, whatever. Your audience will want to stay with you, to see how you overcame everything that was stacked up against you. If the problems you're describing don't seem hard or impossible to overcome, then no one cares. So stack up the reasons your problem, or the audience's problem, was hard to solve.

Another tool that works very well is trial closes. Trial closes are when you have a false ending. So, like this:

"We got it working, finally. Enormous effort, it took way too much time, and a lot more money than we estimated. But it was worth it, because we made it to the end of the project. Then we pushed the button to go live, and... nothing happened. Silence."

I could place a phone call to your audience member while you were saying that, and they'd ignore my call, to learn what happens next.

That's the power of a trial close.

Everyone tries to just state the facts, and it's very dry and boring, because we just talk on and on about fact after fact after fact. Filling in the details, the stuff you like to hear when someone is telling YOU a story, that's powerful stuff. People stop writing emails, they stop scrolling facebook, so that they can concentrate on what you're saying. They don't want to miss the ending of the story.



Ok, so next are call forwards and call backs. This is where you tell the audience a little tiny bit about something coming up later, and then you close that loop for them by referring back to it, when you get to that section. There have been several in my talk so far.

Here's an example.

At the beginning of this talk, today, I said:

“First, you grab their attention at the beginning of the webinar, and the beginning of a webinar is earlier than you think it is...”. That part, where I said “is earlier than you think it is...”, that’s a call forward. I opened up a little question about when that earlier point was supposed to be, but then I went on to talk about how people listen to webinars, instead of watching them. I didn’t explain where that early point happens, not right away. Later, when I talked about the pre-audience, I closed that loop.

Here’s an easier example... earlier, I said this:

“I’m about to talk about very specific techniques I write into webinars, just to get and keep audience attention... like call forwards, and call backs, stuff like that.

But before I do...”. And then I talked about the Q&A, and the scary question.

I said I’m going to talk about techniques, like call forwards, and then I went to another topic. I even said, I’m going to talk about this other thing, first. So you’re left with this open question in your head, what’s a call forward? When is he gonna talk about it?



You're not sure, so you pay attention, because no one likes to miss something that they wanted to experience.

Call forwards, and call backs, where you hint about something coming up later, and then later you explain it ... those are really useful. I write them into the script, or put a clue on the slide, for my customers. It also helps you tell the audience, without saying it out loud, that their time and attention really ARE in good hands, because you really DO know what you're doing. You know your material so completely, you can open loops and close them as you move through your talk.

Ok, next up are audio calls to screen. Sometimes you really need people to stop whatever they're doing, and bring their attention back to the screen. Maybe you have an important slide to show them, or a diagram, or it's something they need to see or else they won't understand the next part of your presentation.

Here's how audio calls to screen work. You put something on screen, you refer to it in with your voice. But you do NOT SAY WHAT IT IS. Then you either stop talking for a few seconds, or you keep talking but you mention the thing that's onscreen several times. People listening to the webinar as background noise hear you refer to something on screen, and their brain tells them something new just happened. And they need to check it out. So they switch back to your slides.

Here's an example from another webinar. I was explaining the number one question your B2B customer needs you to answer, before your company and their company can move closer to each other. If you can't answer this question, this fear they have, you're never going to convince them to move forward with you. So I kept referring to this purple text, right here on screen. There are actually 10 questions you need to answer in a B2B sales presentation, so that this main question gets answered, and that main question is the one here, onscreen.

HOW DO I KNOW IT'S SAFE, FOR ME, TO VOUCH FOR YOU, IN HERE?

Did you switch over from some other app, to learn what the purple text said?
That's called an 'audio call to screen'
Welcome back!

At no point in this session do I speak the words on this slide.

I never read out the words on this slide. I don't say the words in purple. I just refer to it. As if I was assuming that everyone was already looking at the screen. Even though I know that most people are not looking at the screen.

For you guys, I have added a little funny note here, explaining that maybe YOU switched back to the screen, to see what the purple text was.

Next up, is Future positioning, our second to last attention accelerator. This is when you mention how, now that **you've** done the thing, or removed the problem, or solved the problem, you're in the positive future that the audience could also be in. Probably by **buying** something from you. A big mistake companies make with their webinars, is to forget to tell the audience how the lesson you learned or your new feature or the new product or new service, whatever, would put the audience member into a positive future.

Everyone loves to hear about themselves in a positive future. People will stop to listen to someone talking about them, in a new happy future.

And finally, there's the pre-Call to action payoff. This is adding to the positive-future message by telling the audience the main benefit of your call to action, before you tell them what the call to action is. That way, like the diagram I showed earlier, be-

cause you got their attention before you started talking about the call to action, the audience doesn't drop off when you start to talk about your call to action, your pitch.

Because a lot of times, the audience puts up with the introductions and stuff because they're waiting for you to get to the main part of the webinar. The main part of the webinar is the audience's part. That's the part they registered for. That's the topic they showed up for and want to see. Once you stop with the content part of your webinar, and you start with a sales pitch or start talking about a call to action, they lose interest. Fast. So you need to blur the line between the end of the content and the beginning of your pitch.

So you absolutely need to build up their interest ABOUT your call to action, BEFORE you finish delivering your content section. Then you can pivot into the details. Sign up for the newsletter, sign up for the webinar series. Join our mailing list. Book a 30 minute discovery call with Sales. Whatever. Talk about the benefit of answering the call-to-action, before you show the call to action. That way, people are still paying attention as you start your pitch.

Ok. I hope, this helps everyone. There was a lot of detail here. My guess is, most of this stuff, or even all of it, was new to you. This is the world I live in. You probably didn't know that webinar ghostwriters existed. But sometimes, some people get a professional to create a webinar for them, and they contact me. Or, something that's been happening more often since COVID is that people who run a conference will ask me to help a lot of speakers to improve their presentations, since they're all online, so it's basically a webinar.

But, even if we never talk to each other again, please, tell a story to your pre-audience. Use a myth or assumption or contra statement as your opening statement, your opening message, to create tension and curiosity. Remember the 12 unspoken messages you want to send to your audience.

Make sure YOU ask and answer the first question during the question period, and make sure it's a scary question. Use call forwards. Remember to break up the smaller myths or assumptions that are inside the big one you broke with your opening message. Stack up all the enemy forces, all the problems and dangers and obstacles that threatened to keep you from being successful. Use a false ending to your keep the audience wanting more. Remember the audio call to screen, where you don't say what's onscreen but you talk about it. Future positioning, where you talk about you, and the webinar audience, in a new happy future. And remember to talk about the benefits of doing your call to action, before you say what the call to action is.

I'm just about done with this presentation, but I want to talk about one final thing. Whenever I write a webinar for someone, I always ask them 4 questions, and I try to put their answers into the script I write, somewhere in the presentation. Because if you can answer all 4 of these questions for the audience, you're much more likely to get that follow-up call, or permission to email them, or whatever you want them to do. I've been using these questions for about a year, and they're very useful.

The first question is What big impact will you have? You don't have to change the world for an audience, but for the topic or problem your company solves, how do you totally fix or eliminate that problem? Or how do you improve or elevate the audience's ability?



The second question is, why is it easy for me to solve this problem, if I give you money? How do you take over, do all the work, know what to do, and finish by totally eliminating this problem from my life?

Someone is going to be the easy solution.



The third question is, what's different about you and how you solve this problem? You always need to have an angle, a story, and do things a little differently, if you want to be remembered the next day. You can't just say you're a little faster, or cheaper, or better. Every business has something about them that's different – if you're different in



Someone is going to have a memorable angle.

a way that people will remember, and makes sense to them, you get and keep their attention.

And finally, people want to know why you're a safe choice. We cover this in the people and company slides at the beginning of the webinar. Show them your company has lots of customers, or famous customers. Show them that you have been in

Someone is
going to be
the safer
choice.

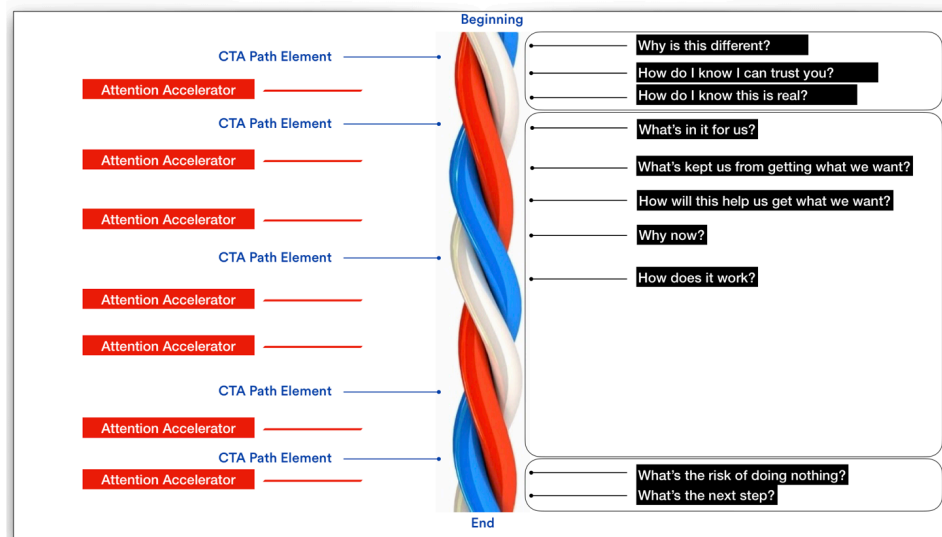


business a long time, or that the people working there have been in the industry a long time. If they don't feel like you're a safe choice, nothing else helps you.

How Dean Writes A Powerful Webinar

Engaging webinars have:

1. A question-based structure that builds your narrative AND builds the case for the audience to accept and believe you.
2. Attention Accelerators, to reset the audience's attention clock and keep them with you to the end.
3. A Call to Action Pathway, so performing your CTA is the normal and sensible thing to do.



OK. This webinar has the easiest, possible call to action. Because you don't have to do ANYTHING. We'll send out an email later, to give you links to PDFs and videos you can use for all the techniques I talked about today. Just watch your inbox, or your spam folder, for that follow-up email. And if you want to contact me immediately, I'm dean@ctowriter.com, and on WhatsApp I'm +1 202 780 9293.

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Hundreds of people have paid Dean to write their LinkedIn Summary: PerfectlyDescribed.com

Tell your CTO, head of Sales Enablement, or head of Sales, that you spent time with a guy who writes for them.

Dean runs a free periodic workshop that helps CTOs and sales leaders write their own kick-ass presentation.
CTOWriter.com/hero

And I guess now people will have questions. Sharad?

Everyone already uses a script.

**Bad:
Half on slides +
Half in your head**

**Smarter:
One document.
See it all in front of you.**

TOOLS OF THE TRADE

WRITE.
THEN MAKE SLIDES TO HIGHLIGHT WHAT YOU WROTE.



Then...



TOOLS OF THE TRADE

PROMPTSMART.COM
(VOICE-ACTIVATED SCROLLING... NOW ANYONE CAN USE A SCRIPT IN THEIR WEBINAR)



THE TRADE

HEMINGWAYAPP.COM
(USE SIMPLE WORDS)

or them and pick words with force, perhaps.

Phrases in green have **been marked** to show passive voice.

You can **format** your *text* with the toolbar.

Paste in something you're working on and edit away. Or, click the Write button and compose something new.

1 phrase has a simpler alternative.

1 of 11 sentences is hard to read.

1 of 11 sentences is very hard to read.