

## WEBINAR SETUP GUIDE: SOFTWARE (WHICH & WHY!)

Below is a breakdown of the software you need to set up and host your Webinar. After you read through it, you can [reference this article](#) which walk you through how to set up your webinar using LeadPages, Google Hangout, and Chatango if you go that route.

In the "My Recommendations" column below, I explain what I recommend for you to start with and why.

Software Type	Description	Free option	Paid option	My Recommendations
<b>Email Service Provider</b>	This will enable you to collect email addresses and send broadcast or segmented emails to your list. It will also allow you to segment your list based on whether they signed up for your webinar, attended, etc.	<a href="#">MailChimp</a>	<a href="#">ConvertKit</a>	<b>I use ConvertKit.</b> MailChimp is good to start with if you want to reduce costs, but you'll want to move to ConvertKit when you start doing more with your leads, list, and products. It makes managing your list and email sequences way easier. It's becoming the popular choice for bloggers and infopreneurs.
<b>Webinar Delivery Platform</b>	This platform will enable you to live broadcast your webinar to your audience. Typically, you'll want a platform that includes: <ol style="list-style-type: none"> <li>1. Broadcasting feature</li> <li>2. Chatroom or Q&amp;A feature so your audience can ask you questions</li> <li>3. [Optional] Polling and Offer feature where you can insert a poll into the chatroom or display a "Buy" or CTA button in the chatroom</li> </ol>	Google Hangout + <a href="#">Chatango</a>  <i>(<a href="#">This article</a> explains how to embed a Google Hangout and chatroom onto your website.)</i>	<a href="#">WebinarJam</a> or <a href="#">WebinarNinja</a>	<b>I use WebinarJam.</b> However, a lot of the big infopreneurs just use <b>Google Hangout</b> and a chatroom plugin like <b>Chatango</b> and embed it into their website. If you want to avoid the upfront investment, you can do Hangout and it works out just fine. GoToWebinar is the most "professional," but everyone says it's super expensive and not worth it if you're not a 7-figure business. <a href="#">This article</a> explains how to use

				<i>Hangout with Chatango and LeadPages.</i>
<b>Landing Page Builder</b>	This is where you'll send your leads to register for your webinar. ( <a href="#">Example</a> )	Squarespace (You can create a page in your Squarespace account that resembles a typical webinar landing page.)	<a href="#">LeadPages</a>	I use <a href="#">Clickfunnels</a> , but it's \$97/month versus just \$25/month to start with LeadPages. So, I recommend starting with LeadPages if you want to reduce startup costs. I don't recommend you trying to build your webinar signup page and other landing pages in Squarespace yourself. It'll take a lot of time, and the LeadPages templates are designed to get you optimal conversion rates.