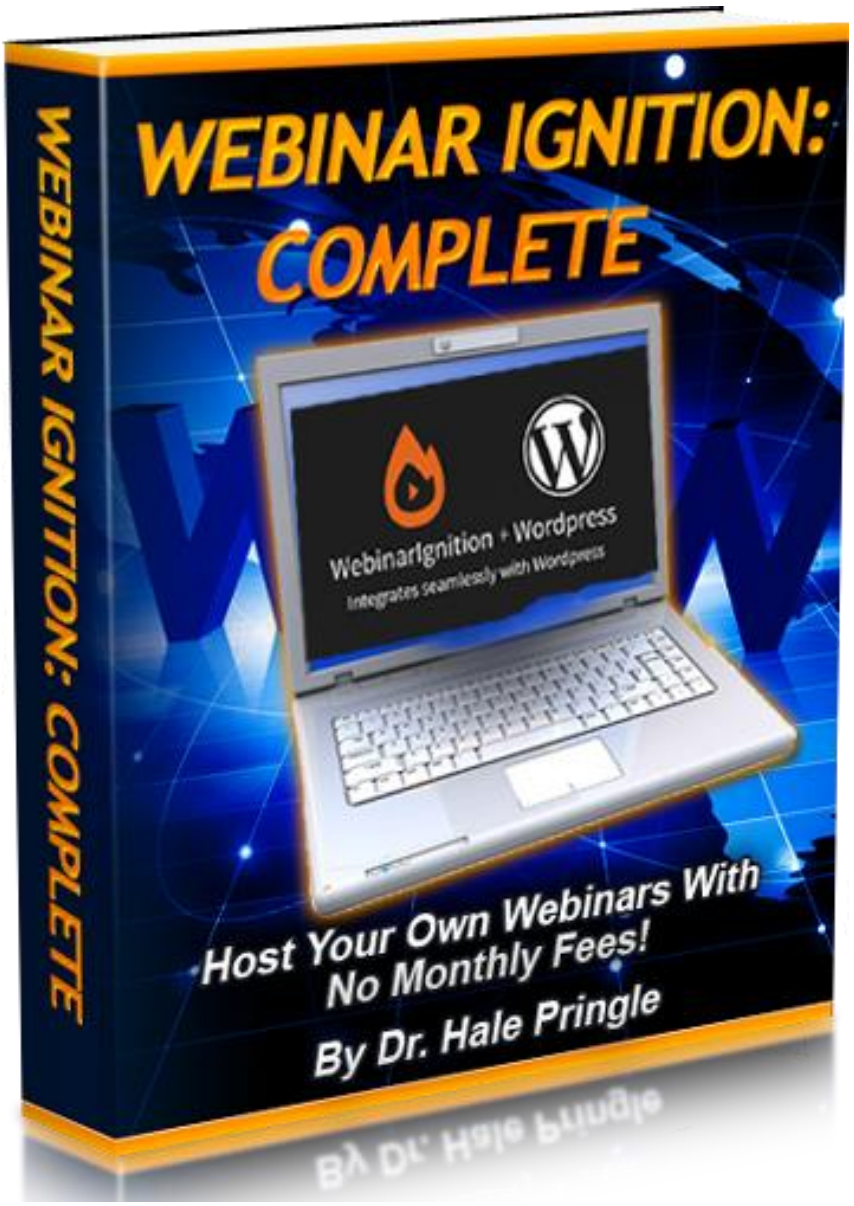

Written by Dr. Hale Pringle

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You are encouraged to print this book for easy reading.

Who is Dr. Hale Pringle?

I am an educator at heart. I am very serious about my entrepreneur business, but I don't take myself too seriously. While I do have a degree in education, my 40 plus years working with people and computers are probably more important in the long run.

I love to help people and am building a network marketing team and a team within Ann Sieg's Daily Marketing Coach system. I work with them on a daily basis.

If you learn something from this, I'll feel like I've done my job.

Have a Great Day! Oh Hale Yes!

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Webinar Ignition: Complete

Hosting Webinars with Webinar Ignition

By Dr. Hale Pringle

Webinar Ignition – Now You Can Host Your Own Webinars – With No Monthly Fees

Webinar Ignition is the new kids on the block, but it is growing like gang busters. I signed up for the one-time fee to try it and I must say I'm hooked. I've read a number of reviews and they all seemed to just list the features and leave you with an affiliate link. I'm going to walk you through my experience…

Let me start with what Webinar Ignition is. It is a wrapper around other video streaming services. The main service is Google Hangouts (or another video streaming service). Webinar Ignition adds many of the major features that you want to have when you host a webinar (pre-registration, adding registrants to your autoresponder list, Q & A during the webinar, monetizing, replays and more.)

You can sign up for Webinar Ignition by Clicking Here! (Yes – this is my affiliate link). The current price is $97 for a one site license. This is a one-time fee – there are no monthly or recurring fees.

Here is a quick review and repeats some of what is in the Free eBook Webinar Ignition: Quick Start. The rest of this eBook is a much more detailed manual.

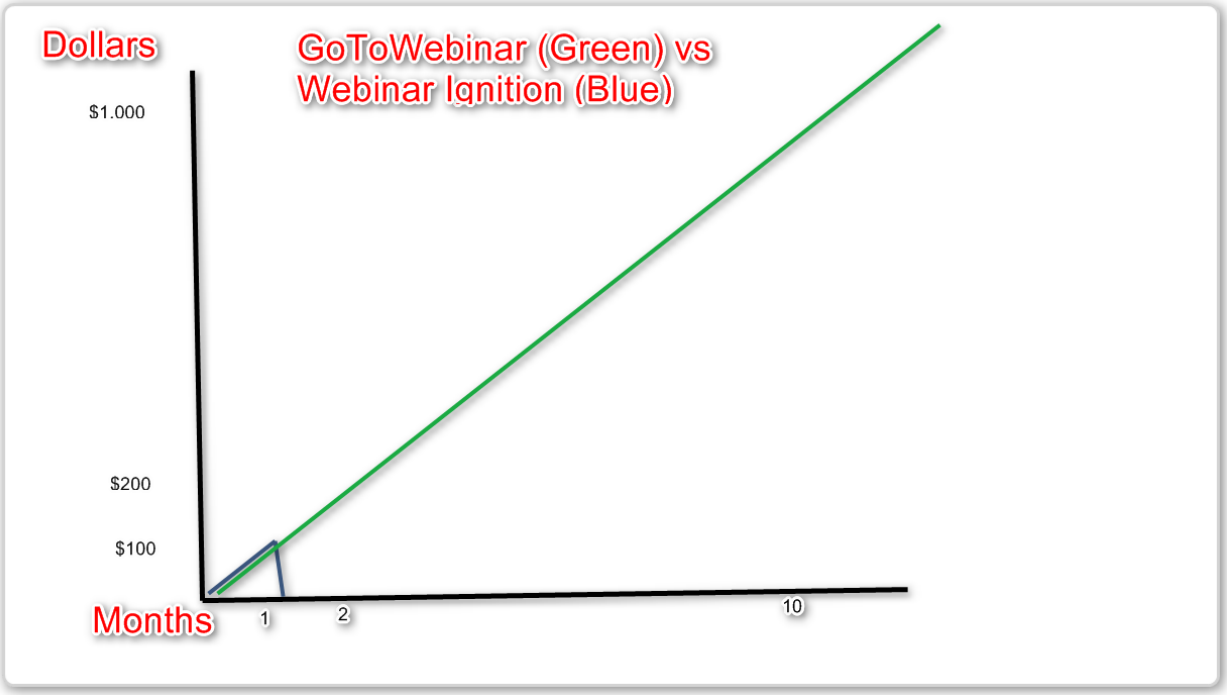
REVIEW

I'm going to compare Webinar Ignition with GoToWebinar. These observations are my personal opinions and experiences. Take them with a grain of salt ☺

The MAJOR Difference – Cost

Let's take a quick look. Webinar Ignition is $100 – once for webinars that can grow to thousands of viewers. GoToWebinar is a monthly fee. Around $100 per month for a webinar that can grow to a maximum of 100 viewers

Cost Comparison – GoToWebinar vs. Webinar Ignition



Comparison #2 - ??

Rather than go through each category – let's just look at them in a table.

Comparison of GoToWebinar and Webinar Ignition

Feature	GoToWebinar	Webinar Ignition	Winner
Original Set Up	Just start paying. You must provide information to	Must have a WordPress Blog and you will need to set up	GoToWeb

	GotWebinar if you want registrants added to your autoresponder list(s)	SMTP and SMS Texting	
SMTP	Emails Are Automatic I don't know how tailorable these emails are.	Text is automatic – SMTP set up so that they will mail requires set up that can be tricky. You can rewrite the default emails in any way you see fit.	GoToWeb
SMS Text Reminders	Must use a third party and build your own registration pages to GoToWebinar	Built in to the Webinar Ignition Registration Pages – requires setting up a third party account – free until you get huge.	Web Ignit
Registration Page	You can modify the text some but here is one template	Multiple Templates with many options. To me. these are much better looking than GoToWebinars.	Web Ignit
Cost	$100/Month for 100 viewers $500/month for 1,000	$100 onetime cost	Web Ignit Huge Win
Add Registrants to your Autoresponder list	Yes	Yes	Tie
Size of Webinar	Max is 1,000 unless to move to a VERY expensive version	Max is unknown – I've been on one with 10,000 viewers. No extra cost.	Web Ignit
Ease of Actually Running a Webinar	GoToWebinar has features you need to get used to, but	Webinar Ignition requires more steps to actually start a	GoToWeb

	mostly presenters just find the webinar in a list can click Start.	webinar.	
View Speakers	Can be done	Automatic up to 10	Web Ignit
View Screen	Yes	Yes	Tie
Raise Hand feature	Yes	No	GoToWeb
Private Msgs To/From Viewers	Yes	??	GoToWeb
Activate Voice for any Viewer	Yes	No	GoToWeb
Free Offer on Webinar Page	No	Yes	Web Ignit
Automatic Recording & Posting to the web	No	Yes	Web Ignit
Evergreen Replay	No	Yes	Web Ignit
Comments visible during replay – click and jump in the video to where the question was answered	No	Yes	Web Ignit
Buy Product Button on Replay	No	Yes	Web Ignit

Summary of these comparisons

GoToWebinar - Wins

GoToWebinar wins in the areas of ease of use and live interaction with viewers.

GoToMeeting is better at interacting with lots of viewers during a presentation.

Webinar Ignition is easy to use once you have it set up, but still requires a little more “Click here”, “Turn this on”, “Copy and Paste this link there” to start a webinar.

Webinar Ignition - Wins

Webinar Ignition wins hands down on price.

Webinar Ignition is better when dealing with 10 or less viewers and acceptable for larger groups.

Without going to extreme pricing, GoToWebinar is limited to 1,000 viewers. Webinar Ignition may have a limit, but it will be huge (over 10,000).

Post Production goes to Webinar Ignition – they are automatically on the web with a replay screen set up.

Marketing also goes to Webinar Ignition – they have worked hard to give marketers Buy buttons and Give-Away buttons built right into the system.

Potential Improvements – Webinar Ignition is built as a wrapper around Google Hangouts (and other streaming video systems). There are new features being added all the time.

Conclusion:

I'm happy with Webinar Ignition and plan to use it as my platform of choice.

NOTE: Here is a link to a Webinar Ignition: Checklist. This is a handy reference for setting up and running a Webinar Ignition Webinar. You might want to download this again from time to time. I'll be updating it as options change and as I see new options available to you.

Here is a link to a detailed checklist for preparing a Webinar Ignition Webinar: http://HalePringle.com/Webinar-Ignition-Checklist

My Personal History With Webinar

I've wanted to host my own webinars for some time (really since June of 2012 when Ray Higdon told me "Hale. You should be hosting webinars.") Here it is a year and a half later and I'm just getting into the game. I've done well over a hundred webinars using GoToWebinar – but it was on someone else's system and for a limited number of guests. I didn't have the platform to host my own webinars whenever I wanted.

There were three things holding me back:

1. Me
2. Myself
3. And I

Errrrrr. That doesn't help YOU does it. Let me try again.

1. I wanted to knowledgeable about several topics so I could "teach them."
2. I wanted a platform that wasn't going to cost me an arm and a leg every month.
3. I wanted something professional.

Block #1 Knowledge

I've been able to answer online marketing questions for several years now, but there is a difference between being able to respond to a question and teaching a topic.

Now I've written over a dozen eBooks. Three of the eBooks have been on AWeber and one on building your autoresponder subscriber list with JV Giveaways. I've got things to teach.

Block #2 and 3 - Webinar Platform

I wanted a professional looking webinar platform that didn't cost so much that I felt a pinch at the end of every month.

Enter My Solution: Webinar Ignition

A few weeks ago I decided to invest in a WordPress plugin called Webinar Ignition. As I said above, I've read a number of reviews and for the most part they didn't really review the product. They listed the features. I wrote a real review and included it at the top of this eBook. I'll list a couple of key features and then cover how to use the product. Along the way I'll talk about my first encounter.

- You purchase Webinar Ignition for a one-time fee – there is no monthly and there is no charge per webinar
- Webinar Ignition offers links to pre-register for a scheduled webinar.
- Webinar Ignition adds registrants to a subscriber list in your autoresponder system.
- Webinar Ignition sends reminder emails to registrants.
- Webinar Ignition will text message registrants to remind them (if you set it up and if they ask for it.)
- Webinar Ignition is highly tailorable – if you want that. There are even edit that allow you to change the language from English to something else if you want that.
- Webinar Ignition provides a countdown screen before the webinar (if someone clicks on the link)

- Webinar Ignition uses Google Hangouts (or other Streaming Video Platforms) to actually carry out the webinar.
- Webinar Ignition shows the Presenter and "What You Will Learn" below the webinar.
- Webinar Ignition can show a link for viewers to an offer
- Webinar Ignition can pop up a "Here is an Offer" message and link when the presenter asks for it during the webinar.
- If you want to limit how long a replay is up, Webinar Ignition will display a countdown timer there too.
- Webinar Ignition can show a "Buy Now" message and link under the Replay screen.

Since the vast majority of people will be using this with Google Hangouts, it is worth noting a few other features that actually belong to Google Hangouts.

- Hangouts are free
- Hangouts can be viewed by an unlimited number of viewers
- Hangouts can have up to 10 people who are talking.
- Hangouts on air are automatically recorded and put into your YouTube Channel

Issues with Hangouts

There are a lot of neat features, but there are a few drawbacks.

- Hangouts on Air are not private. People can find them and watch or your viewers can tell other people about them and they can watch without registering.
- The setup **before** your webinar in Webinar Ignition is very straight forward. Getting your webinar actually on-air takes a little extra doing.

- There have been growing pains with the platform (there has been a lot of discussion about the standards used to build the platform. These issues seem to be moving toward resolution.)
- Live Statistics are difficult.

Here is an article by a friend of mine:
http://www.healthcoachweekly.com/social-media/google-plus/problem-google-hangouts/

Screen Shot Walkthrough of Webinar Ignition

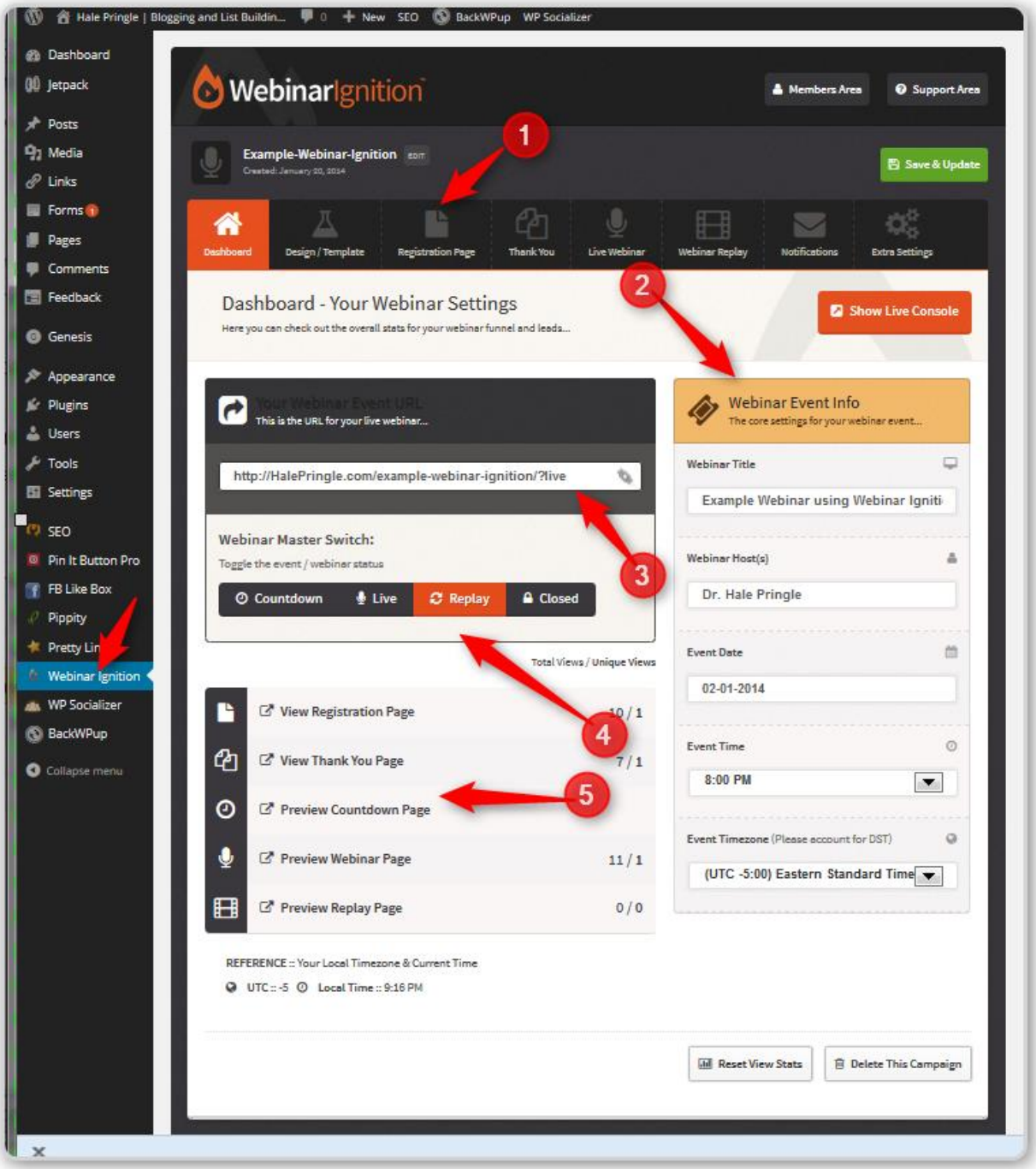
There were included in a Free eBook Webinar Ignition: Quick Start.

Since I know some people do not have that eBook I'm including them here again.

Example Screens

Here are some sample screens to give you a feel for what Webinar Ignition Looks like and the set up.

Webinar Ignition Dashboard Screen



#1 – Tabs for setting up the several screens that are part of Webinar Ignition.

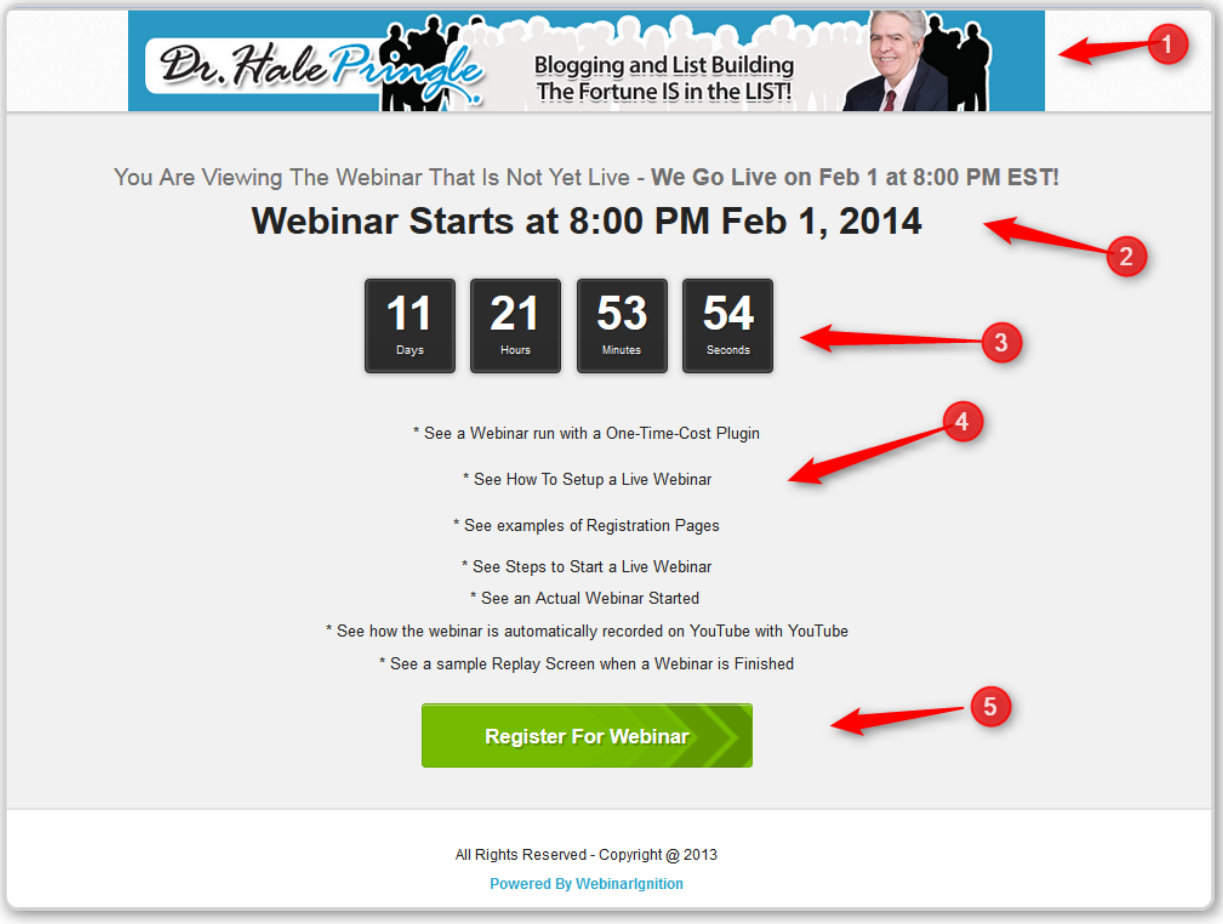
#2 – Basic information about the Webinar – Title, presenter, date and time.

#3 – The Main URL. This URL will take a viewer to a Countdown/Registration page before the Webinar, to the Live Webinar during the Webinar and to the Replay After the Webinar.

#4 – The "Master Switch." Where are we in the process 1) Before – countdown, 2) During – Live, 3) After – Replay, 4) After – Closed.

#5 – Links to Preview the Screens (We'll look at them next).

Countdown Screen



#1 – Optional – this a a banner to help with branding your webinar presentations.

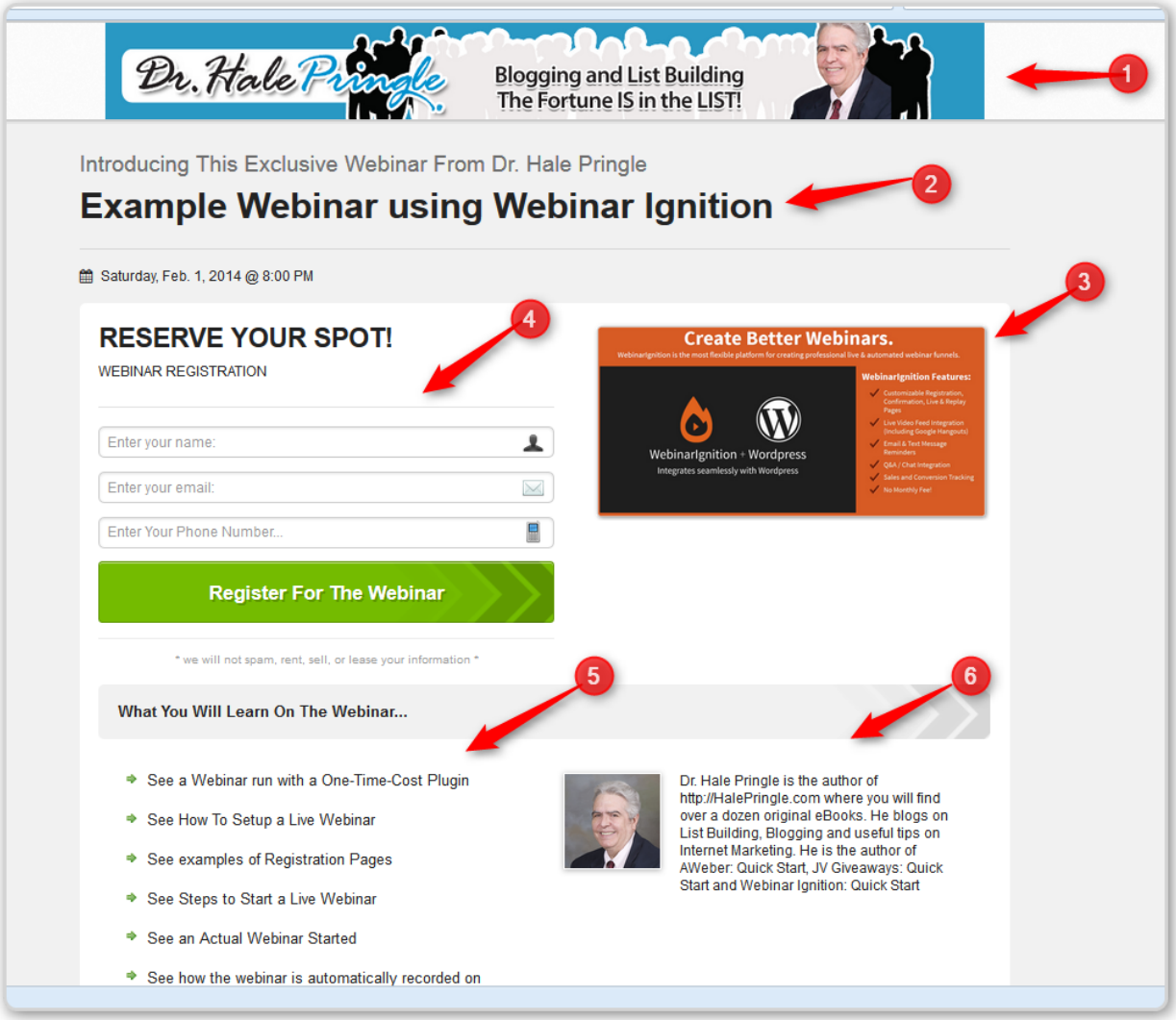
#2 – Title area (you can edit).

#3 – Counter.

#4 – Sales Bullets or graphic.

#5 – Button to Registration Page.

One of Several Registration Page Options



Note: They currently have three registration page layouts with more on the way.

#1 – Again – optional banner.

#2 – Editable Title.

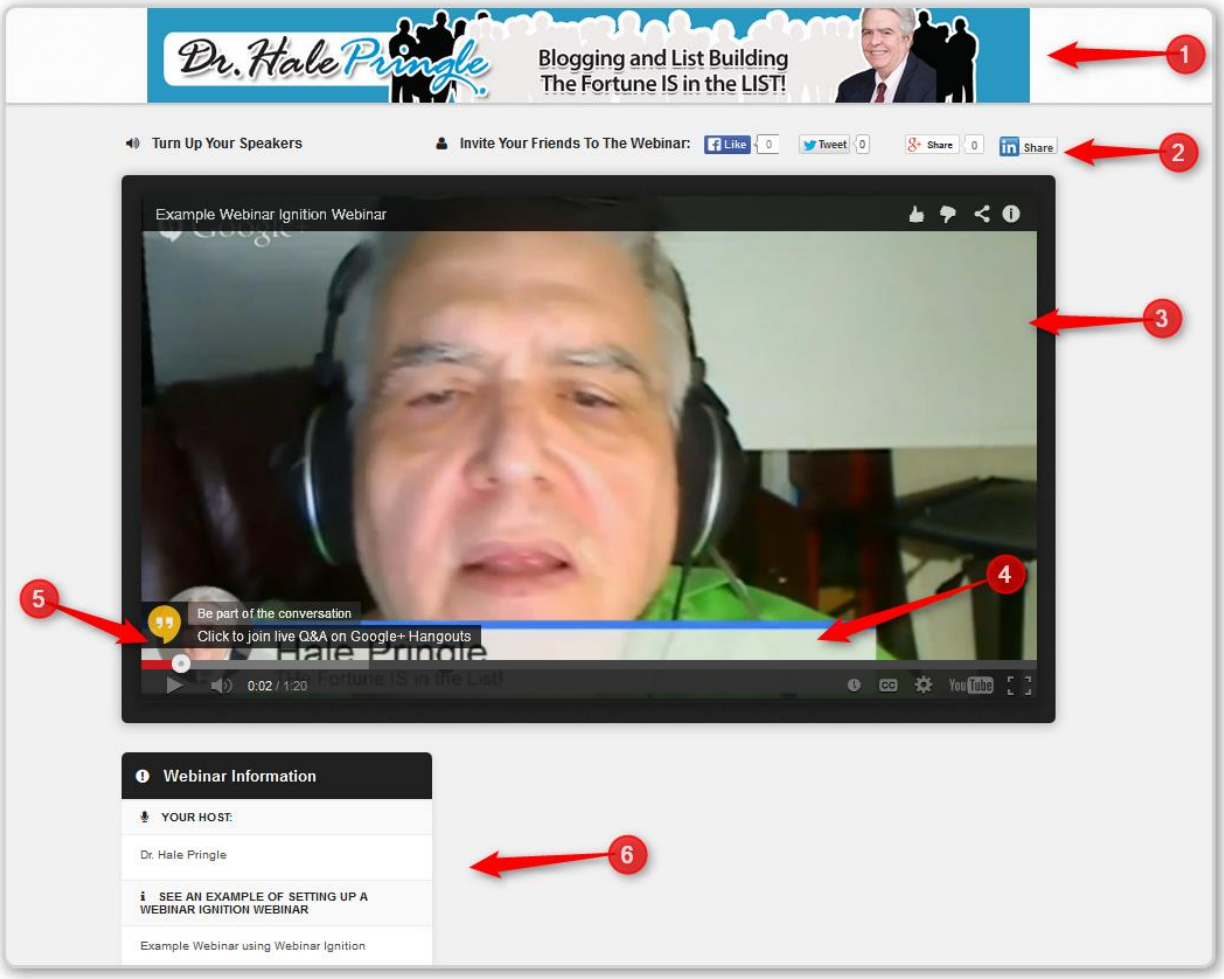
#3 – Graphic or video.

#4 – Data Entry Fields – Send to your Autoresponder system.

#5 – Selling Info – Sales Bullets or a Graphic

#6 – Image and Bio or the Presenter(s)

Live Webinar In Chat Mode



#1 – Optional Banner.

#2 – Optional Social Sharing Buttons.

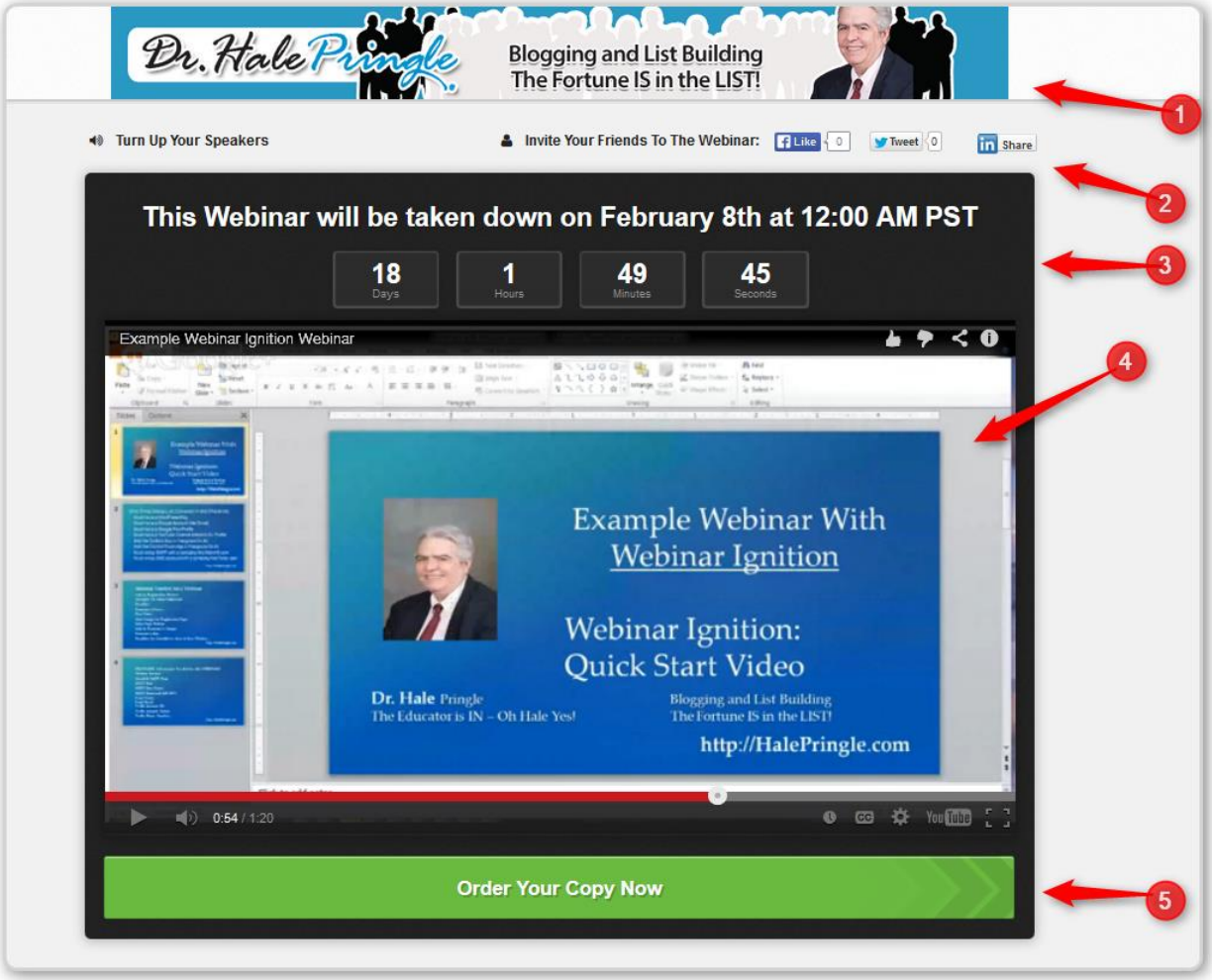
#3 – Main Screen – Can have up to 10 presenters. The default is for the person speaking to be on the large part of the screen and others as thumbnails. You can control that have give one person center stage.

#4 – "Lower Third" – This is a name and tag line or an optional graphic logo.

#5 – Message about Joining the Q & A conversation.

#6 – Presenter and other info about the Live Webinar.

Replay Screen



#1 – Optional Banner.

#2 – Social Sharing Buttons.

#3 – Optional Countdown until it closes. You can leave it evergreen.

#4 – Main screen in "Screenshare" mode.

#5 – Optional button that can appear after a specified number of seconds into the replay. Link to a product you are selling, giving away or additional information.

Quick View of Webinar Igniton

This link is to a quick webinar on my site (http://HalePringle.com)

Webinar Ignition Quick Start Video

Video Walkthrough of Setting Up a Webinar in Webinar Ignition

This link is to a YouTube video that is a longer version that shows most of the screens you use when you set up a Webinar.
www.youtube.com/watch?v=Wp2lCroEod4

12 Steps To Install Webinar Ignition and Setup a Webinar

Before You Start With Webinar Ignition (Hangouts On Air).

You need to set up a couple of things before you can function here. Some you may already have set up.

1. **YouTube channel** - If you don't already have one, you really must create a YouTube channel. One of the necessary steps is to verify your YouTube channel through SMS.
2. **Google+ profile or page** – You must have a Google+ profile or page and it must be connected to your YouTube channel.
3. You need a WordPress Blog since Webinar Ignition is a WordPress Plugin. The blog doesn't have to have anything in it; you just need the basic platform.

Installing and Running My First Webinar YouTube with Webinar Ignition

I'm going to walk you through this so that you can perhaps learn from my mistakes.

TIP: Be sure you run your first webinar with a few friends. You DO NOT want to try this for the first time in front of a live audience.

Step #1: Installation

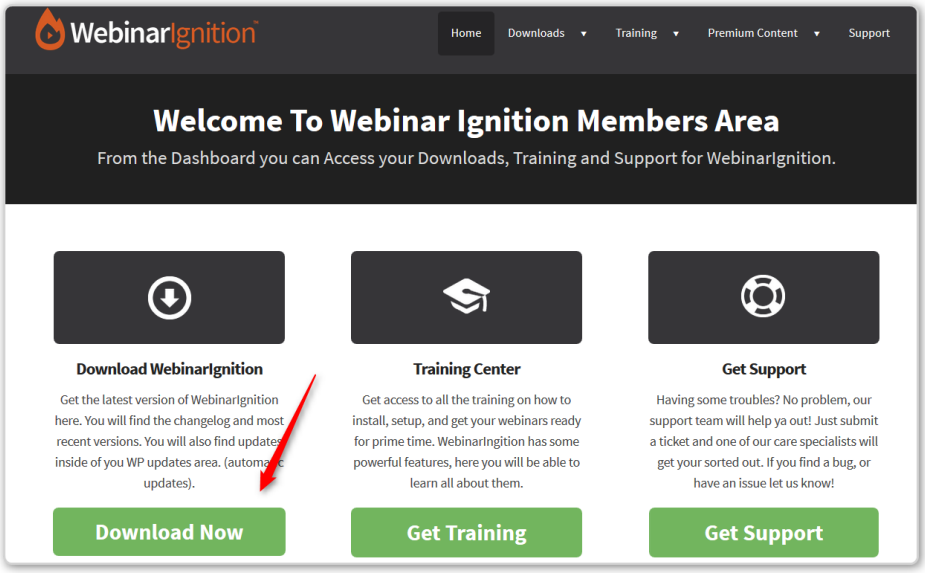
As noted above, you do need a WordPress blog. I'm not going to go into that here, but consultants can help you 1) buy a domain name, 2) buy hosting, and 3) Setup a basic WordPress blog. This can all be done in less than 15 minutes.

Rating for Step #1: Excellent – just like any plugin

Webinar Express installed like any other WordPress Plugin. When I purchased the product I was given access to the Webinar Ignition website:

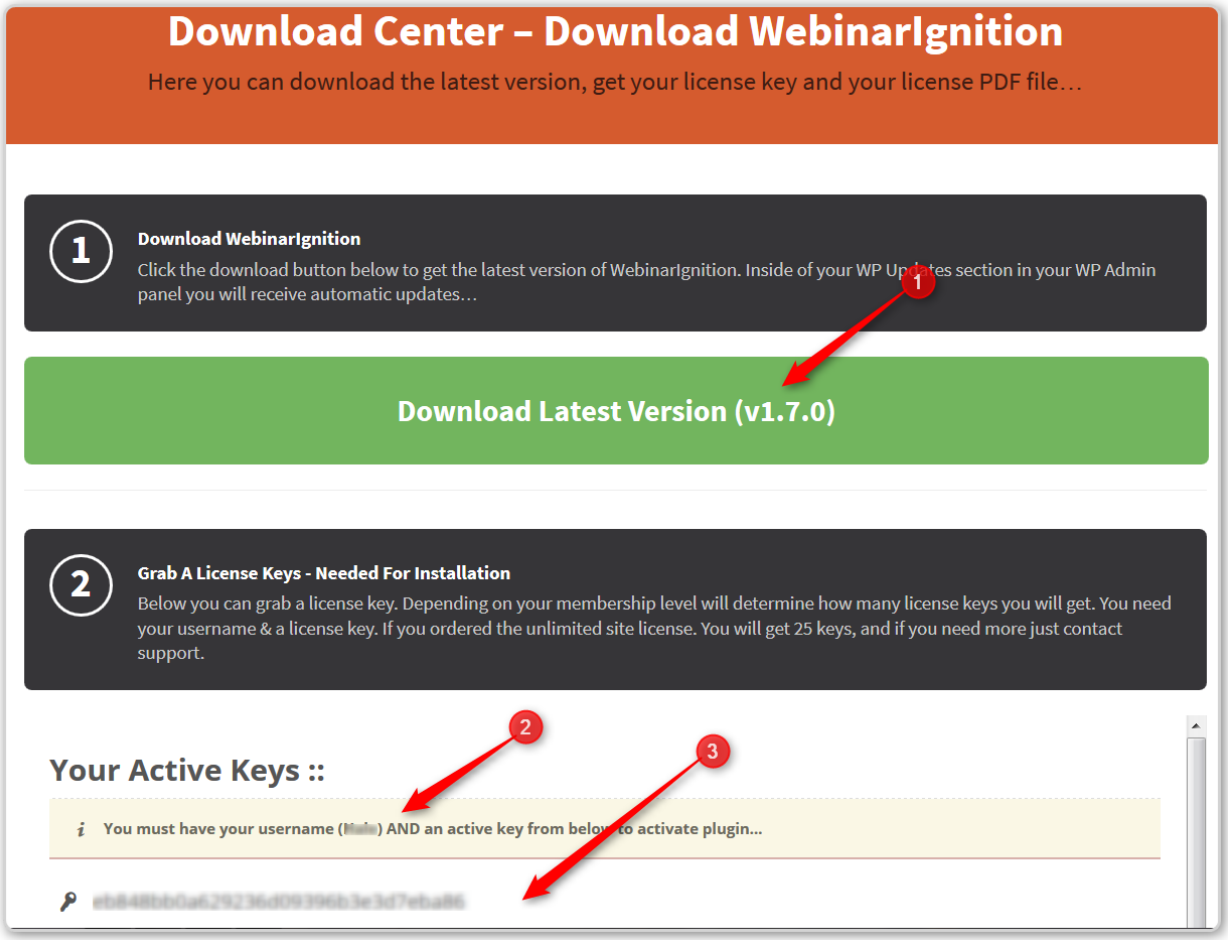
Login to WebinarExpress.com/members

Webinar Ignition – Dashboard



In the Download Section you will see three things.

Webinar Ignition – Download Section



#1 – Click the Green Button to download the zip file containing the plugin. Store it on your computer somewhere that you can find it.

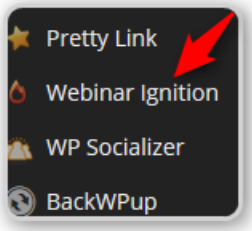
#2 - Your User Name

#3 – Your Activation Key(s) – you may have 1 or more depending on the license level you purchase.

You download the plugin zip file to your hard drive.

Then in WordPress you go to the Plugin Section and install a new plugin. You use the option to upload a zip file and upload the file you just downloaded. Once it installs you will see a new option in the left tool bar of your WordPress blog.

Webinar Ignition Menu Option



Step #2: – Activate the Plugin

Rating for Step #2: Average – worked out in the end.

When you click on this option the first time you will see a screen that asks you for your user ID and an Activation Key. The screen has a Submit button. These were also on the download page.

PROBLEM 1 With Webinar Ignition

When I entered my user name and activation key and pressed the Submit button nothing happened. Here is what I did:

- Tried different browsers
- Contacted Support
- Deactivated a couple of Plugins
- Updated my site with a new version of the Plugin

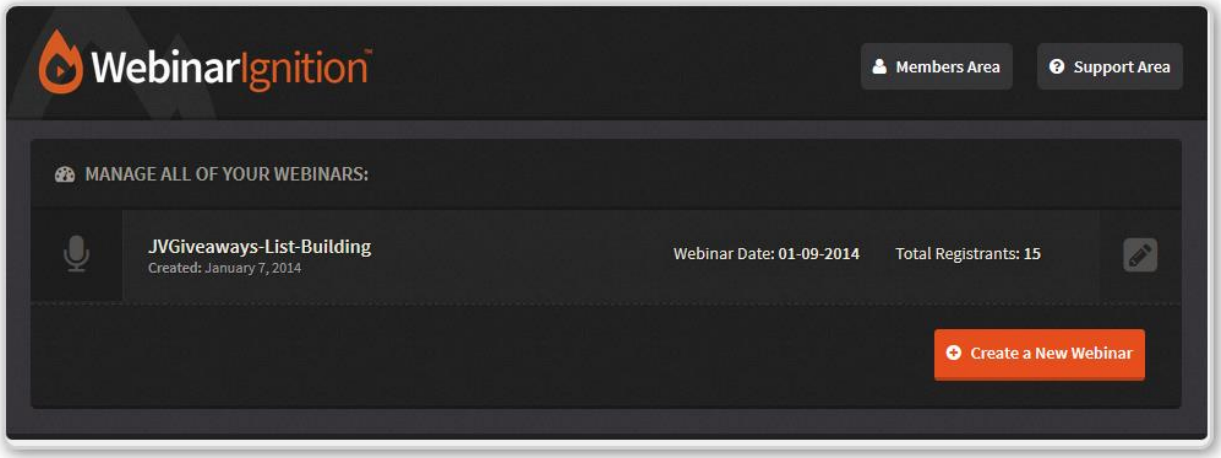
GOOD NEWS With Webinar Ignition!

Their support responded very quickly (email) and asked for a way to log into my site and troubleshoot the problem. In the meantime deactivating a couple of plugins and installed an upgrade that came out at that time solved the problem. I call this Good News, because their support was responsive. That is critical with a product like this.

Step #3: – Create a new Webinar

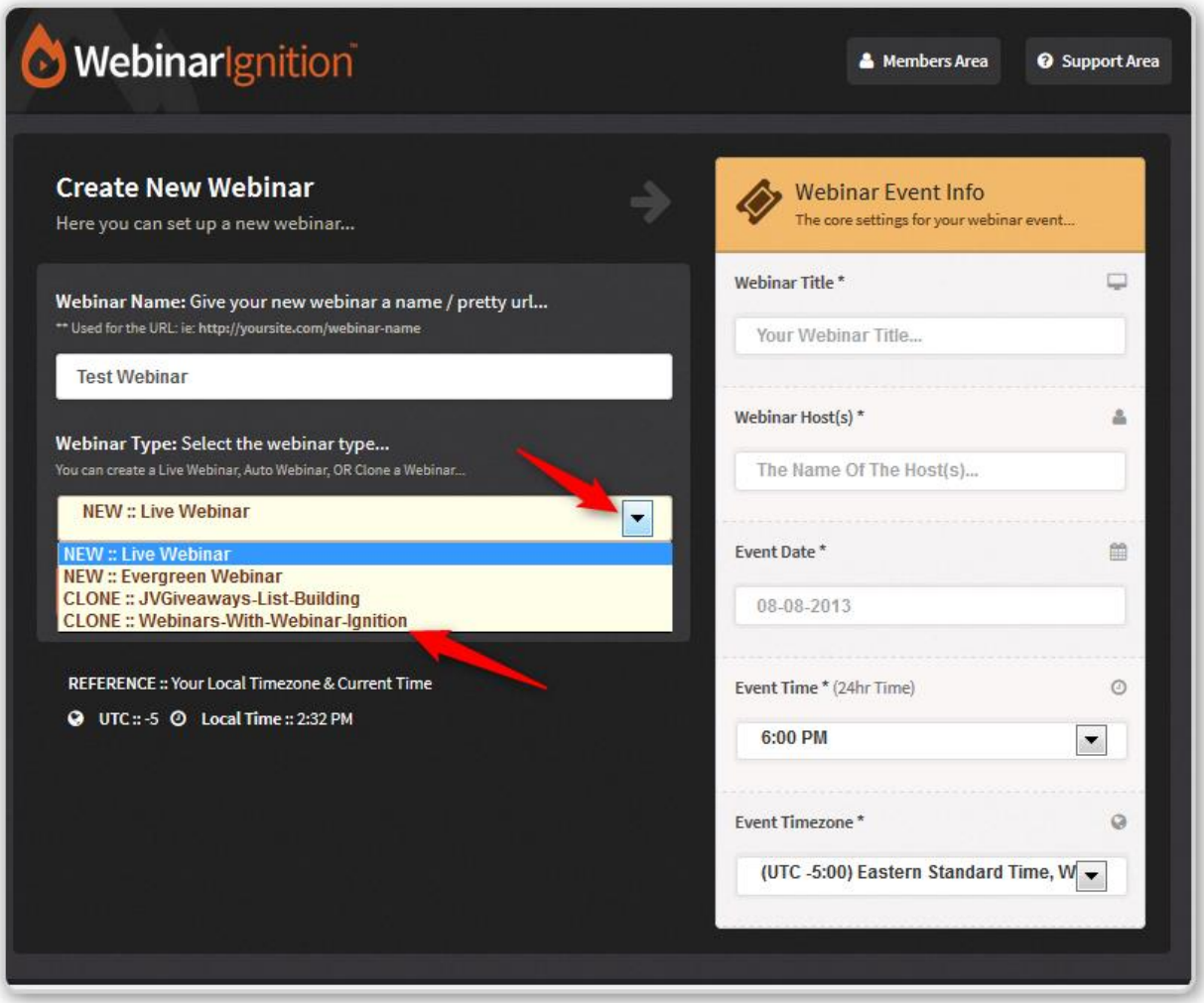
Rating for Step #3 – Excellent – straight forward with no surprises

List of Webinars



The first thing that you see is a list of the Webinars you have already created (obviously yours will be empty the first time) and a button to Create a New Webinar.

Once you have created one you have an option to CLONE a previous Webinar. This is useful for a replay or to preserve links to images (like your header or your logo). Here is the screen you see when you click the "Create a New Webinar" button:

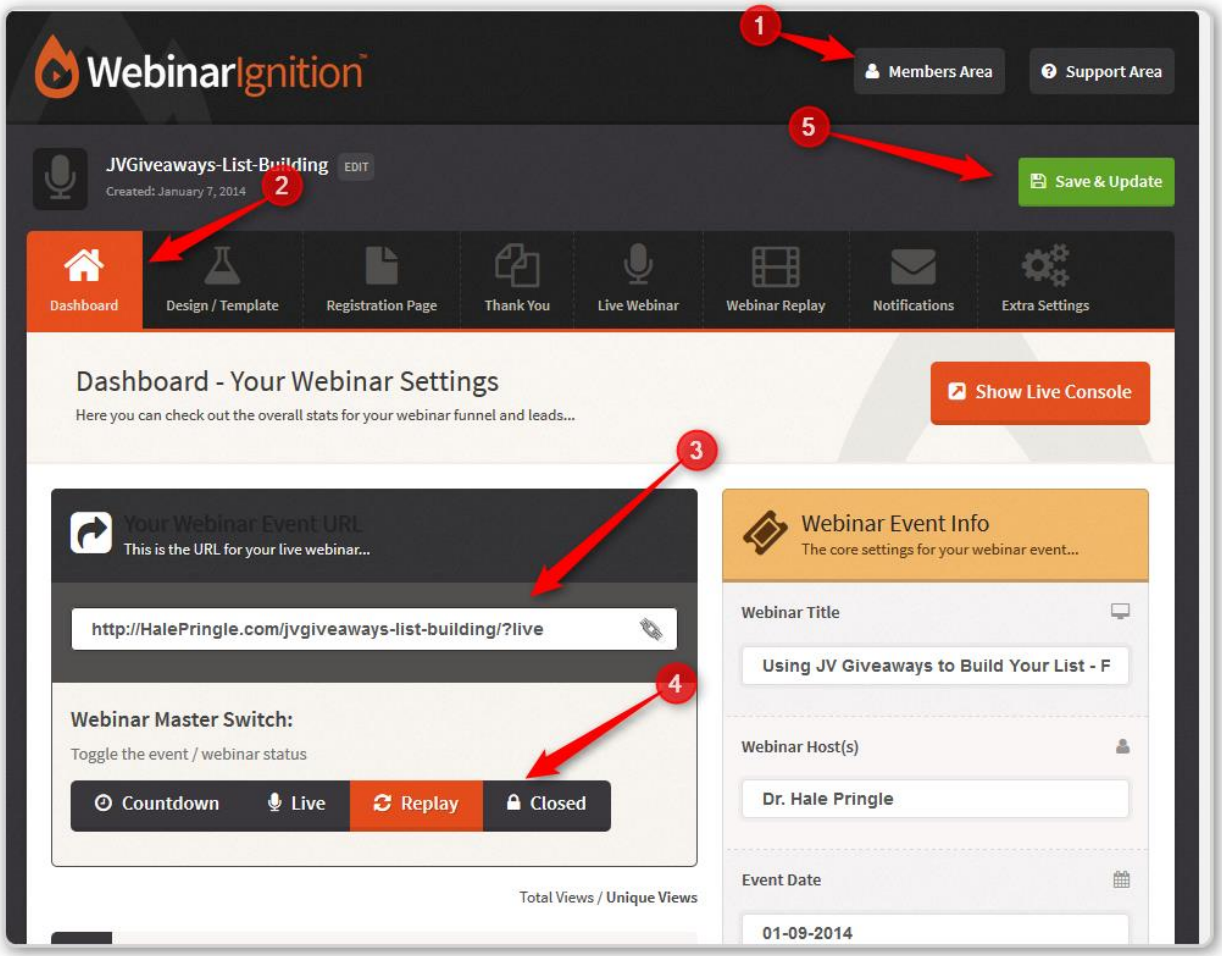


The lower arrow shows you where you can clone an existing Webinar.

The area on the right is where you fill out the title, presenter, date and time for your new webinar.

Once you have save that data you will see the main screen.

Main Webinar Console



#1 – Click here to go to the Webinar Ignition Website, login and go through their training. It is short and to the point.

NOTE: It does NOT COVER much about running a Google Hangout. There are many YouTube Videos and Courses that do that. Here are a few resources:

- Google+ Hangouts On Air (pdf)
- Google's Hangout on Air Support

#2 – This arrow is pointing at the main menu. Each icon takes you to a different screen with information you can fill in.

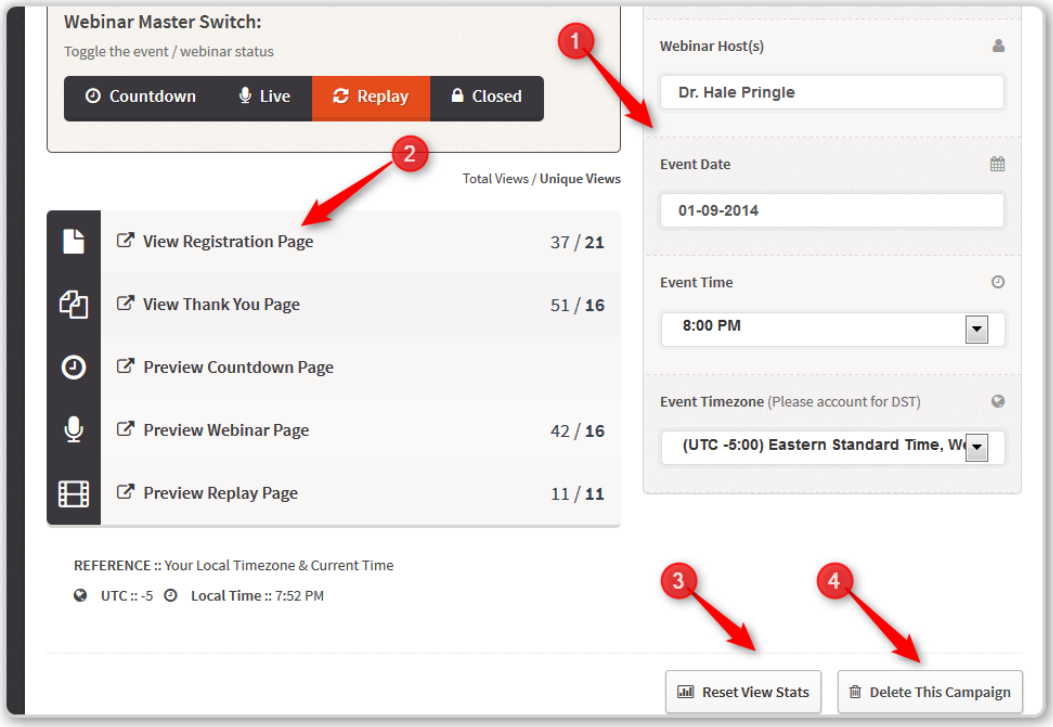
NOTE: For the most part the defaults are set and you do not have to make changes to have a functional Webinar. They give you the flexibility to tailor the system to your tastes or to make it congruent with the look and feel for your whole company or website.

#3 – This is the URL you send to people so that they can pre-register for the Webinar. Registrants are automatically added to one of your Autoresponder Subscriber lists (if you have set that up. I'll cover that soon.)

#4 – What they call the Master Switch tells the system where you are in sequence of events that make up a webinar: 1) Counting down toward the time the webinar should start, 2) Presenting the Webinar, 3) Presenting Replays of the Webinar (with an optional countdown until the webinar is taken off the air and 4) After the webinar has been shut down (optional of course.) The link in #3 above takes you to different screens depending upon where you are in the sequence of events.

The bottom of the screen contains links to the various screens I mentioned in #4 above.

Main Webinar Console – Part 2



#1 – The section over on the right (plus the rest of it on the previous screen shot) is where you describe your upcoming Webinar. You give it a title, tell people who will present and choose a date and time.

#2 – These links let you see how the various screens look.

#3 – You can reset the stats, if you want.

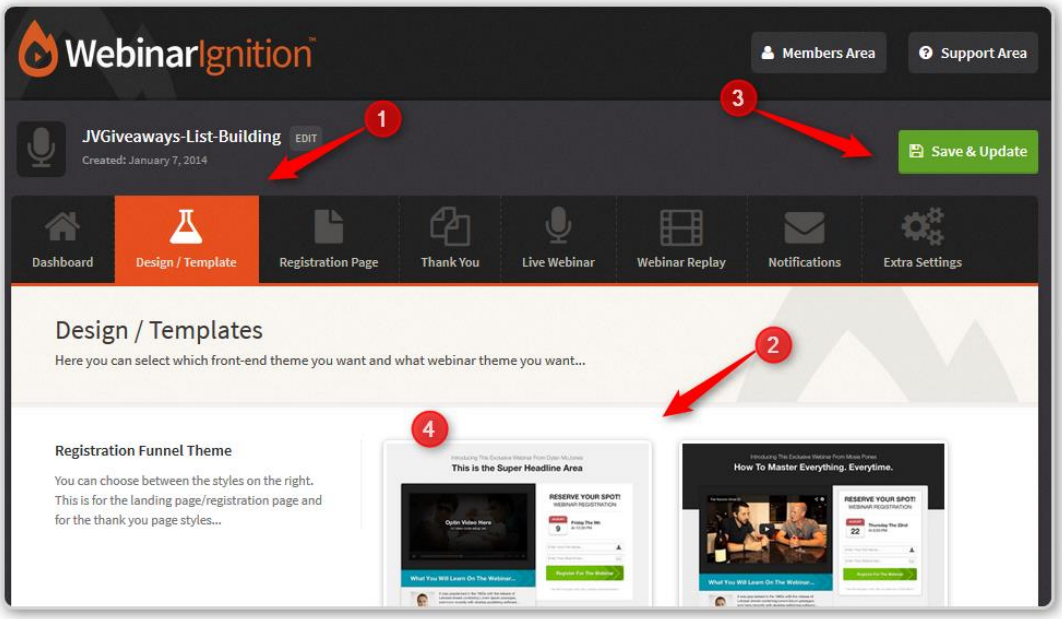
#4 – You can delete the webinar, if you want.

Click on the Green Save & Update when you have completed the page

Step #4: – Pick a Template for Your Registration Page

Rating: Very Good – They didn't mention that you don't need a video

Pick a Template Page



#1 – This is the Menu Option to Pick a Registration Page Template.

#2 - Click on One.

#3 – Click on Save & Update.

Note: There is at least one more template available here. They will be adding more.

As I noted in my rating, my one (minor) complaint is that I didn't want to create a video for my first sample Webinar. All of the Templates show a video and they didn't mention that you can toggle the video section off.

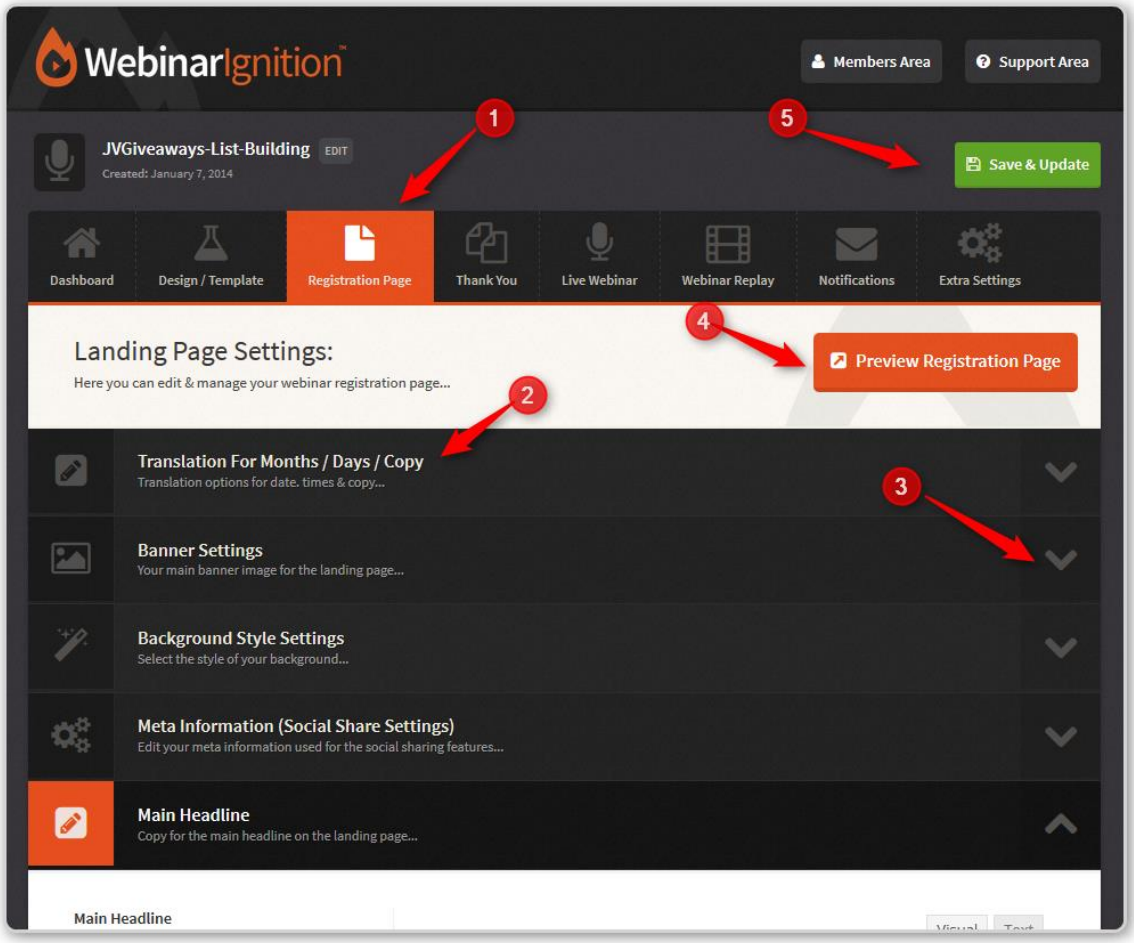
Since it is a one click and then Save and Exit, this is a very simple step.

Step #5: – Set Up Registration Page

Rating: Average – The Setup Instructions for AWeber would be confusing to most people.

The next step is where you tailor the page that visitors see when they go to register for your webinar.

Registration Page



#1 – Menu Option to Edit Registration Page.

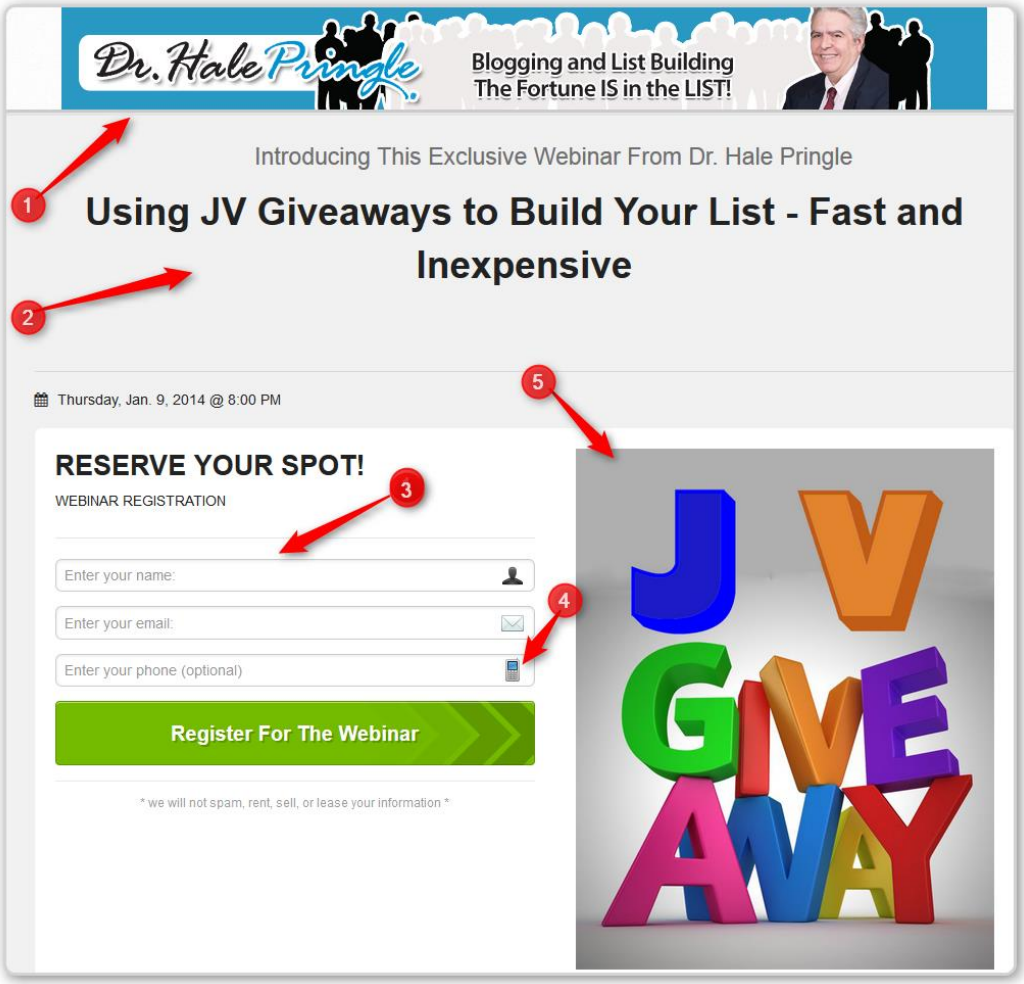
#2 - You can use languages other than English. The top menu option here lets you change Jan, Feb, Mar… to the equivalents in the language of your choice. For English you just leave them alone.

#3 – You click on these arrows to open or close sections on this screen. When the arrows are pointing UP the section is closed.

#4 - Preview your work.

#5 – Save and Exit when you are happy.

Example Registration Page



#1 – LOGO - They gave me a place to upload a logo/banner. I used the one from my blog. This image needs to be wider than it is tall in most cases. They don't give a suggested size.

#2 – Title for Your Page – You edit this with a typical WordPress Editor.

#3 – These data entry fields come from code you get from your Autoresponder Company. This is the section where their instructions were a little confusing for AWeber.

#4 – Notice that I do have the phone number field. This is optional, and at one point they say that it isn't sent to the Autoresponder Company. It is sent, if you set it up.

#5 – This is what they call the Call-To-Action Image. They also ask for a small image that is used when links to your webinar are shown on Social media sites. I used the same image resized down to a small. They tell you 120px by 120px for the small image and 500px Wide. They mention using a height of 281px, but I used a square one and liked the results. Be careful not to use a low resolution image or it will look pixelated.

In another section they ask for an image and a bio for the main presenter.

Integrating with AWeber – The Last Option on the Page

Webinar Ignition integrates with several autoresponder systems, but I am going to stick with AWeber for the simple reason that it is what I know and use.

They have a document that covers integrating with AWeber, but I have a couple of problems with it and so I'll cover the integration in a little more depth here.

AWeber – Step 1 – Create a New List in AWeber

You don't really HAVE to do this, but I suggest you do. It makes it very easy to track and know how many people ended up on your list from each webinar.

Be sure that the list is set to SINGLE OPT-IN when you create it (or go back and edit it). You want people to go to the confirmation page as soon as they finish registering. If you do decide to use Double Opt-in, be sure to send them to the <your-webinar>/?confirmed page when they successfully respond to the confirmation email.

I use the List Automation feature (described in my eBooks on AWeber) to automatically add the new subscribers to my "main" list which is where I have my email sequence. It also allows you to schedule emails for just this group if you have trouble setting up their automatic email sequence – like I did.

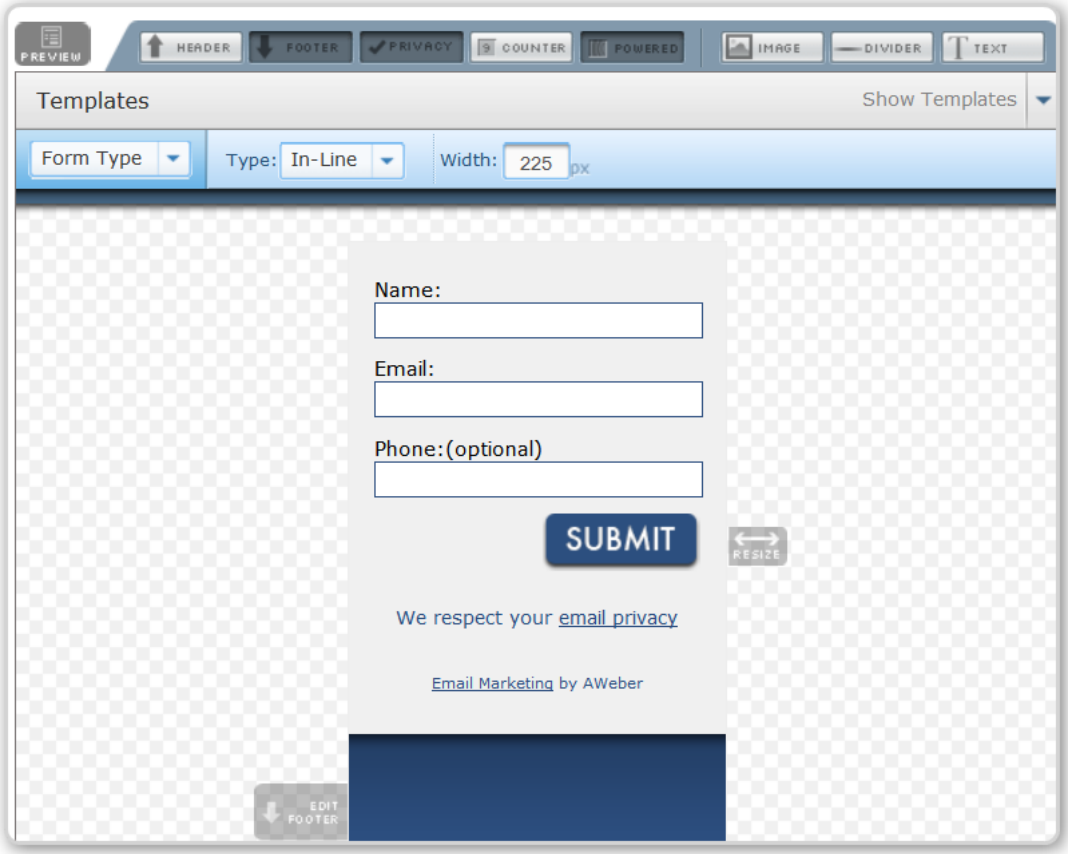
AWeber – Step 2 – Create a Sign Up Form for the New List

Don't worry about the look and feel of this form in AWeber. You just need to make sure the fields you want are included on the form. I added an option phone number to mine.

NOTE: IMHO you want the phone number even if it reduces the percentage of opt-ins a little. You can use this phone number to follow up with people who did not attend after registering or attended but did not buy your product.

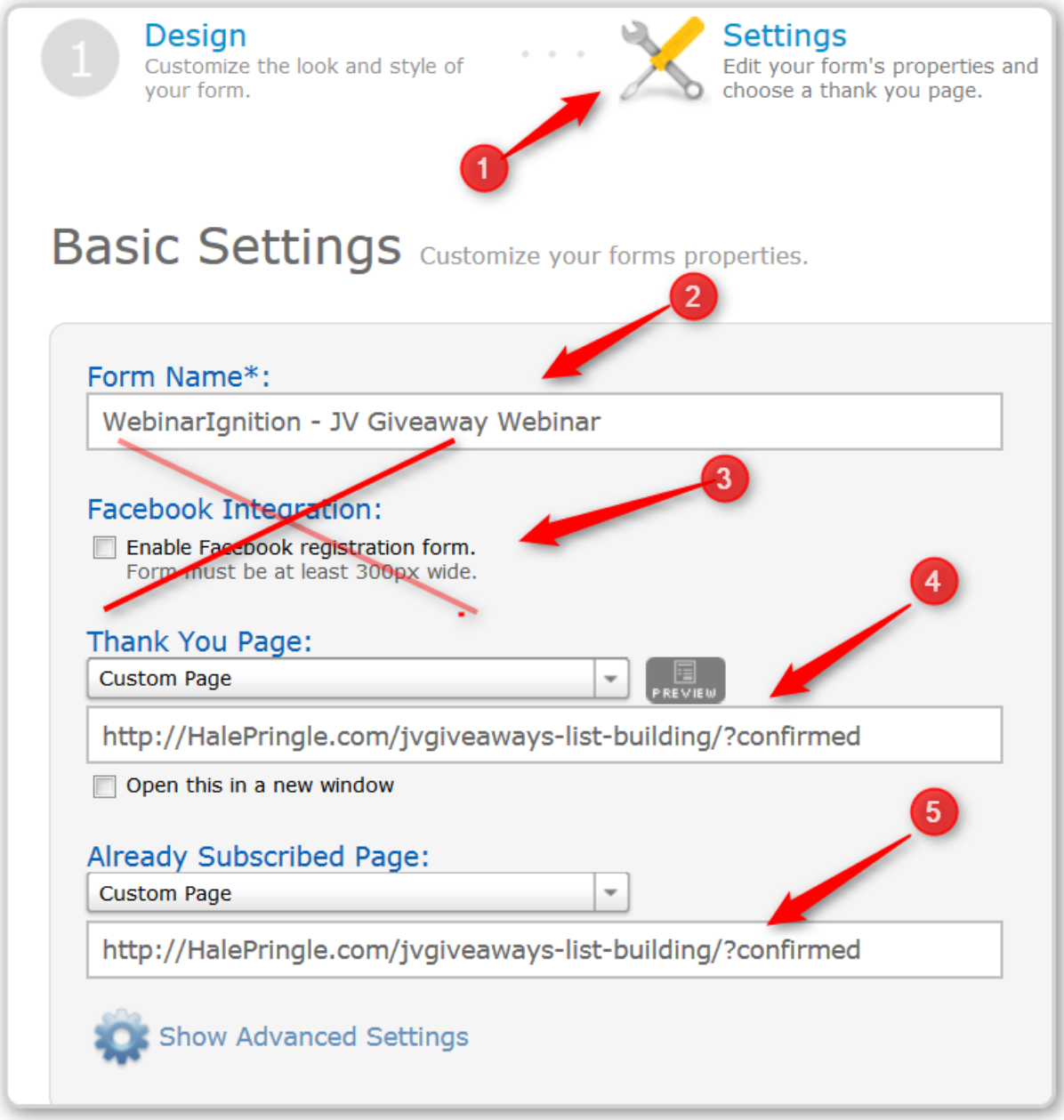
NOTE: Be sure to create the fields in this order: Name, Email, and Phone!

Sample Sign Up Form in AWeber



I did add a custom field and named it Phone. It is a text field and the "Required" check mark is NOT checked.

Settings Page for Sign-Up Form



#1 – This is the second screen of the Sign Up Form Creation

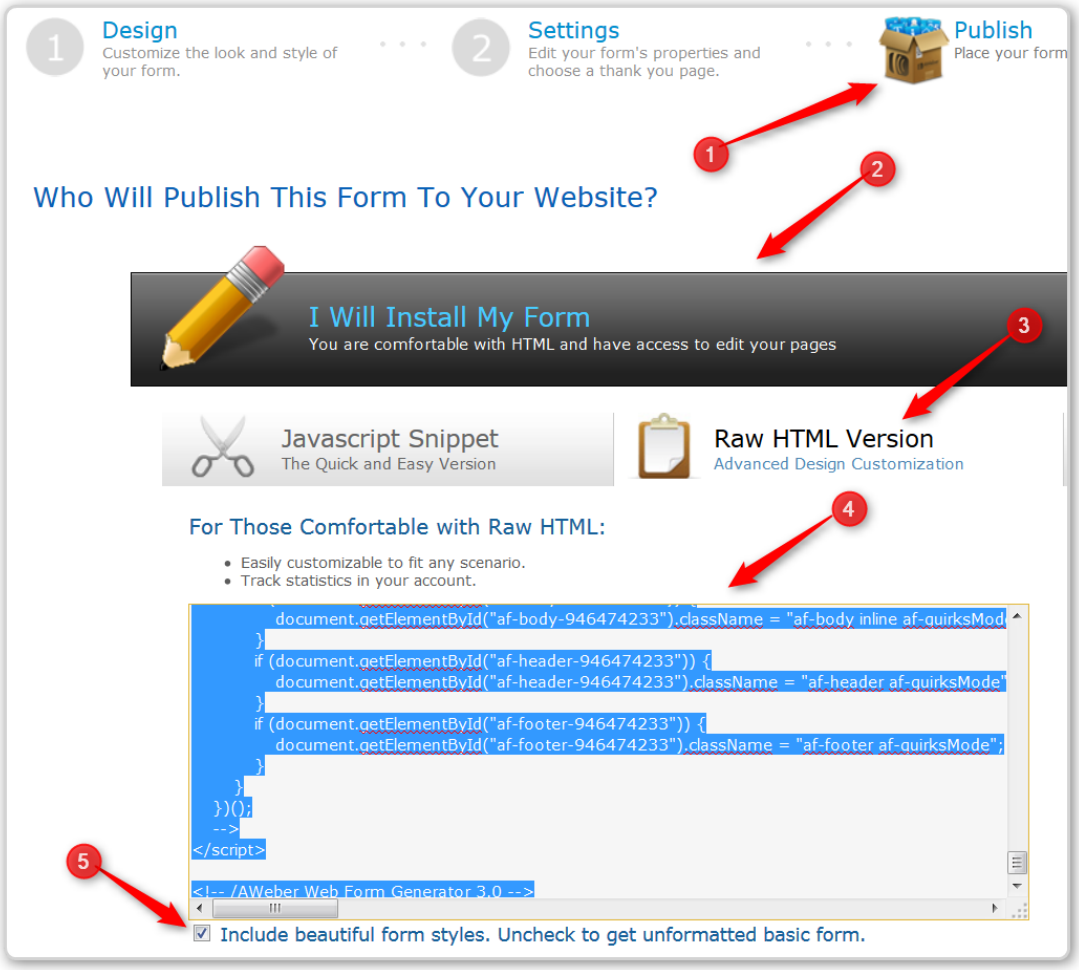
#2 - Give your form a name (one that means something to you)

#3 – DO NOT activate Facebook Integration here. It breaks the Webinar Ignition System.

#4 – This is where Webinar Ignition's document is a little weak. They talk about it, but the screen example they show is not correct for Live Webinars and that is what I think most of us will be using this for. You must set the Thank You Page to go to the same link as the main link Webinar Ignition created for your Webinar with one change. You remove the "?live" from the end of the link and replace it with "?confirmed".

#5 – I use the same Custom Page for people who are already subscribed. If they have lost their link and want to get a new registration, that is fine with me. AWeber will not allow them onto a list more than time. I do NOT WANT them to get a "You are Already Subscribed" message when they are trying to attend my webinar.

AWeber HTML



#1 – Publish - the third screen of creating a Sign Up Form.

#2 - Click on the large grey “I Will Install” button.

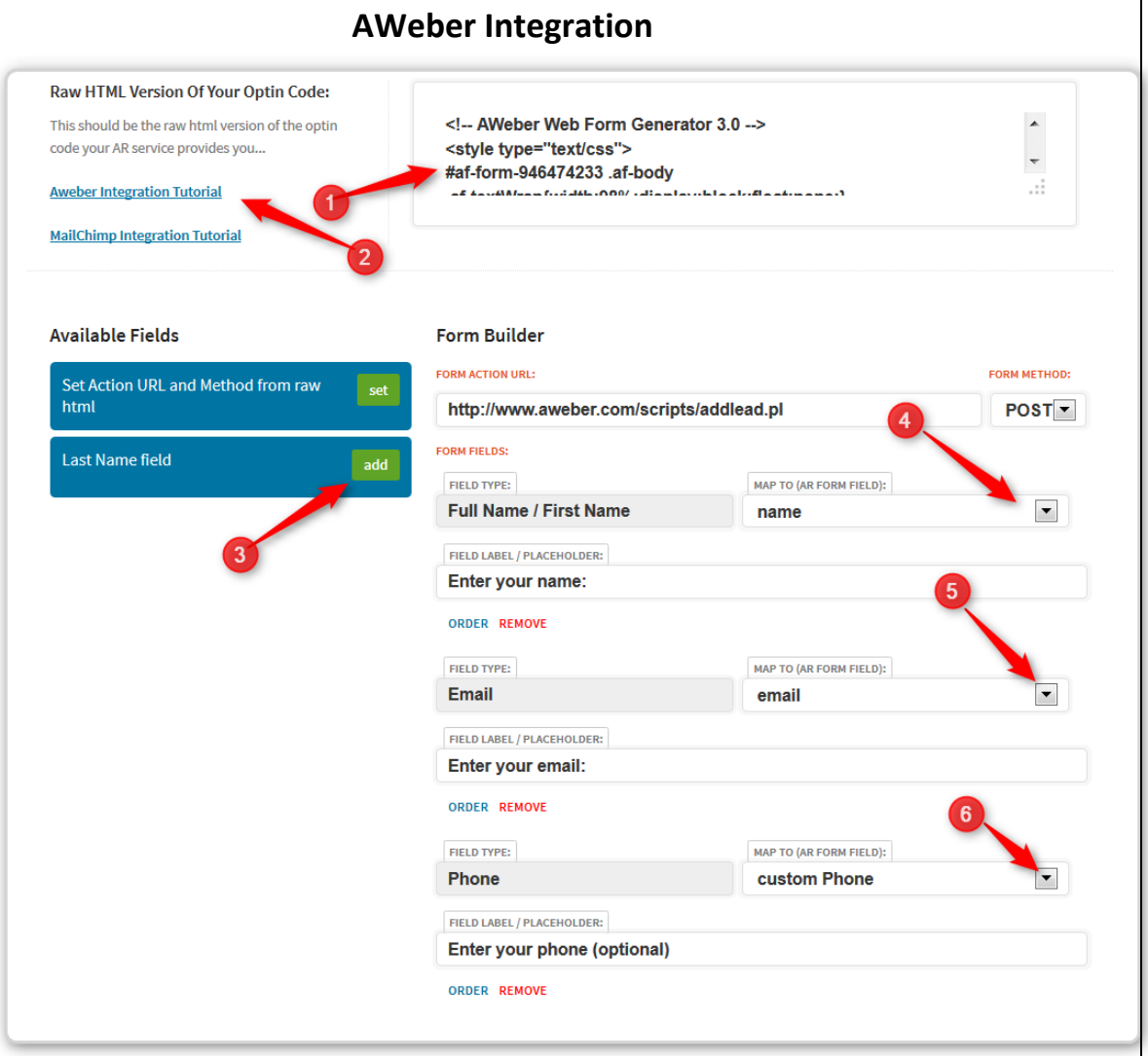
#3 – Click on Raw HTML Version.

#4 – Make sure the code is highlighted and Ctrl-C (Cmd – C on a Mac) or Right Click → Copy to place this code into your computer’s clipboard.

#5 – It doesn’t seem to matter if this is checked or not.

Don’t Forget to SAVE your Form as you go along.

Once you have the HTML Code in your clipboard, you can open up the "Optin Form Creator / AR Integration section at the bottom of the Registration Page.



#1 – Paste the HTML Code here (Ctrl-V or Cmd-V or Right Click → Paste).

NOTE: This may be a button not shown here. After you Paste the HTML there may be a button that says "Split AR Code." You need to click on that so the system will read through your HTML and find the fields. I am saying "May Be" here since the

screens have changed rather dramatically since the tutorial videos on Autoresponder (AR) Integration was shot.

#2 – Click here to see Webinar Ignition's AWeber instruction sheet.

#3 – Name and Email are probably already added here. Email is for sure. You may need to click the Add button to add Phone or any other fields you added.

#4 – THIS WILL BE BLANK – YOU MUST choose "name" (or the name of the field your autoresponder company uses to store Subscriber Names).

#5 – THIS WILL BE BLANK – YOU MUST choose "email" (or whatever your autoresponder company uses to store email addresses).

#6 – THIS WILL BE BLANK – YOU MUST choose "Custom Phone"

NOTE: If you are using other fields you will need to add them and link them to the appropriate fields in your Autoresponder System.

After you Save your form there is a button at the top of the screen to preview your form.

Be Sure the Action URL and Method is set

Action URL Button

#1 – After you paste the HTML code in from AWeber

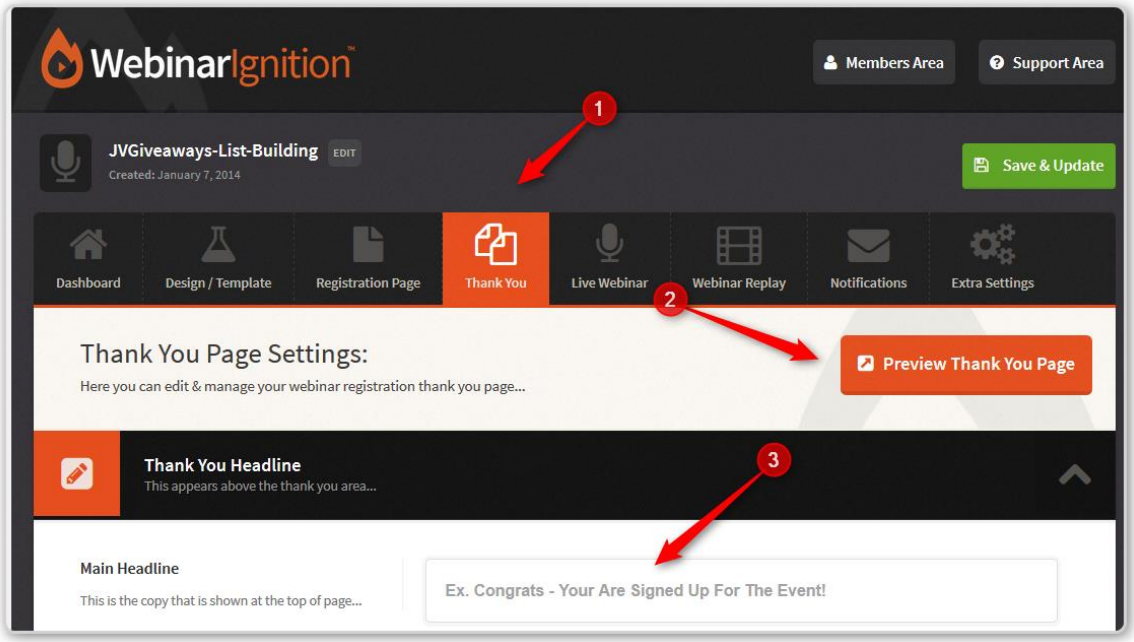
#2 – Be sure the http://www.aweber.com/scripts/addlead.pl and "POST" are filled in. If not press the Add Button

#3 – Again make sure the your variable are "mapped" to the right field to AWeber knows where to put things in your List.

NOTE: !! TEST TEST !! You need to sign yourself up and then go to AWeber to see that the information really did transfer and into the correct fields.

Step #6: – Set Up Thank You Page – Confirmed Registration Page

Thank You / Confirmed Page Set Up

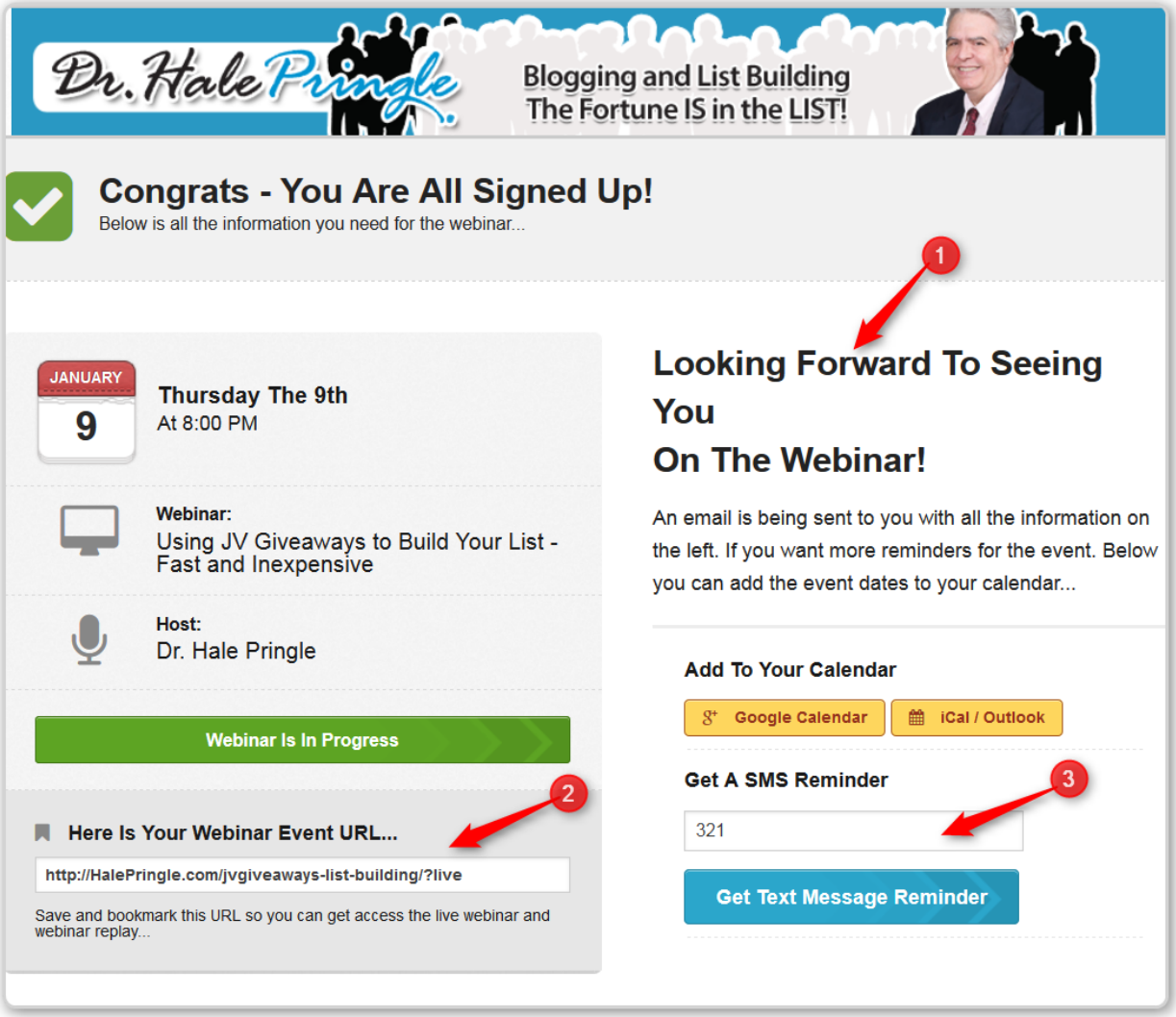


#1 – Thank You Page Setup (this is the page your viewers go to when they are directed to <your Webinar Ignition link>/?confirmed).

#2 – You can Preview the Page here.

#3 – I have "Opened" the top option. I could edit this line. You will see in the same screen (coming next), that I did not edit it.

Example Thank You / Confirmed Page



#1 – Totally Editable

#2 – Again this is the link to your webinar. Your registrants see it here.

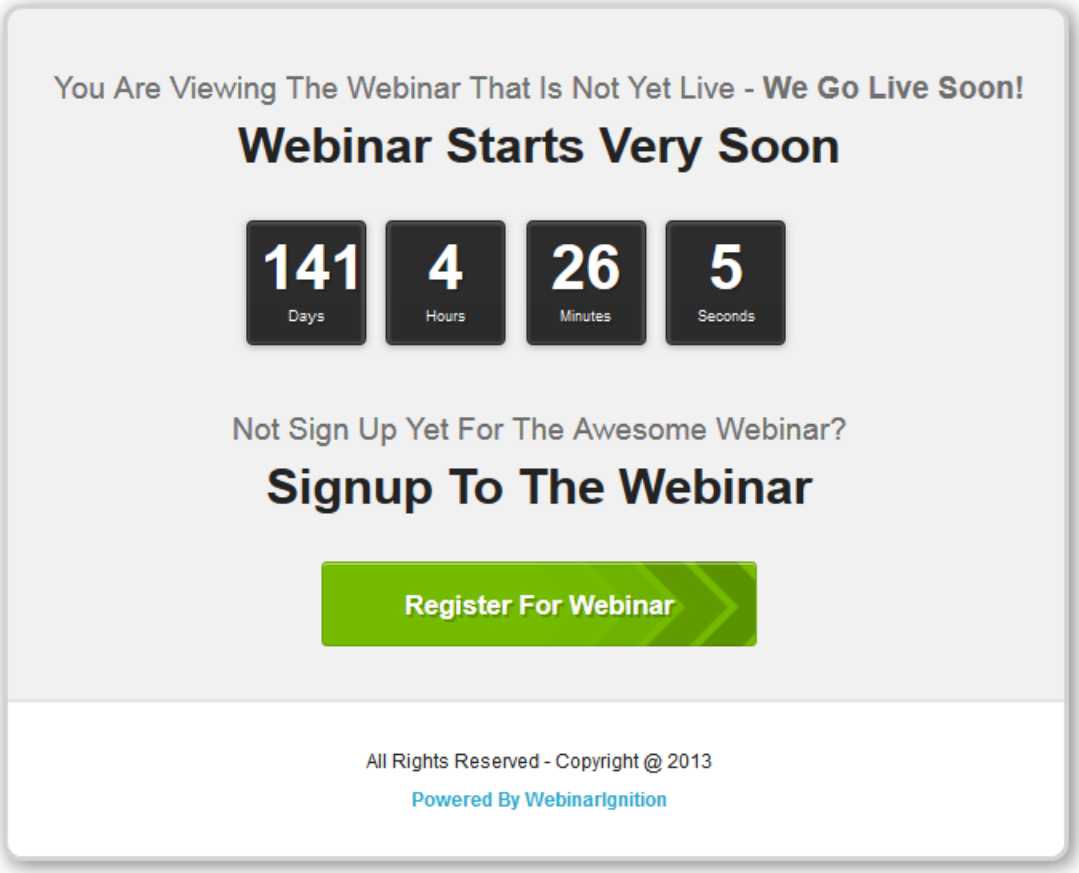
#3 – SMS Text Messaging - I haven't tested this option yet. There is a section later on for setting it up. When it is active you registrants can receive an SMS text message reminding them that the webinar is about to start. You can hide this section if you haven't set up the SMS texting.

PROBLEM – It is minor, but when I Preview the Registration Page it often shows the page and then jumps immediately to the Confirmation Page. Opening the link with ?live at the end in another browser seems to work most of the time.

ODDITY – You are looking at and working on the Registration Page here, however that is NOT what the viewers see first when then go to the ?live link.

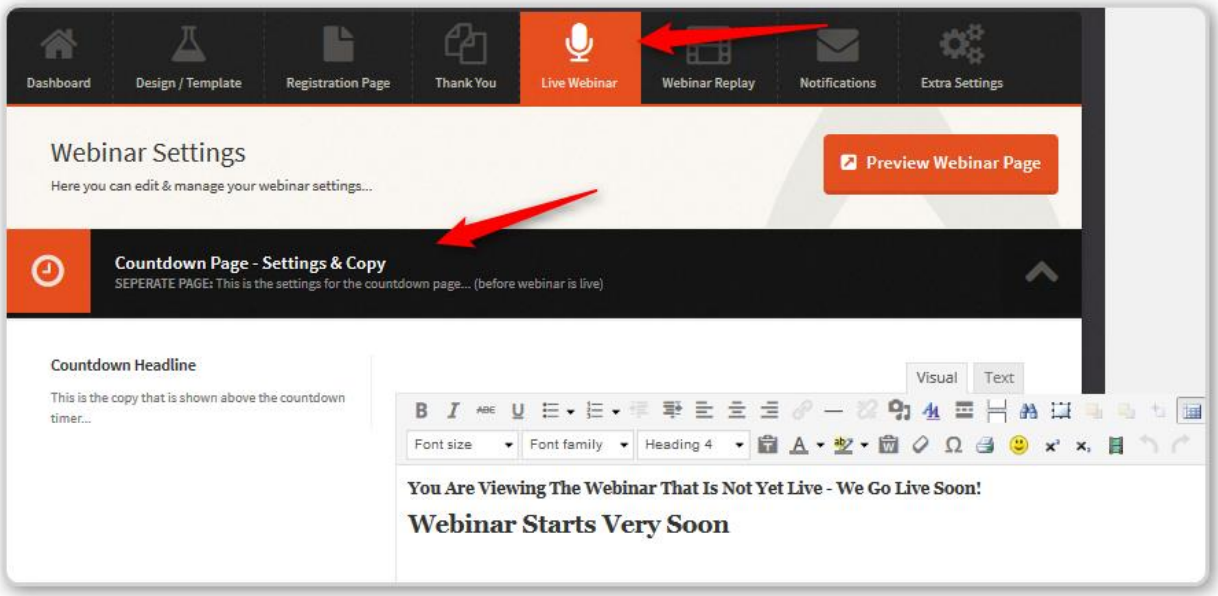
They see the Countdown Page:

Standard Countdown Page



This page is set up over on the Live Webinar Page:

Countdown Page Set Up



I'm sure the reason for this is that Webinar Ignition allows you to set up an Evergreen Webinar – one that never goes live. It is just available all the time or at set times of the day and on set days of the week. The ones that are available all the time would not have a countdown page.

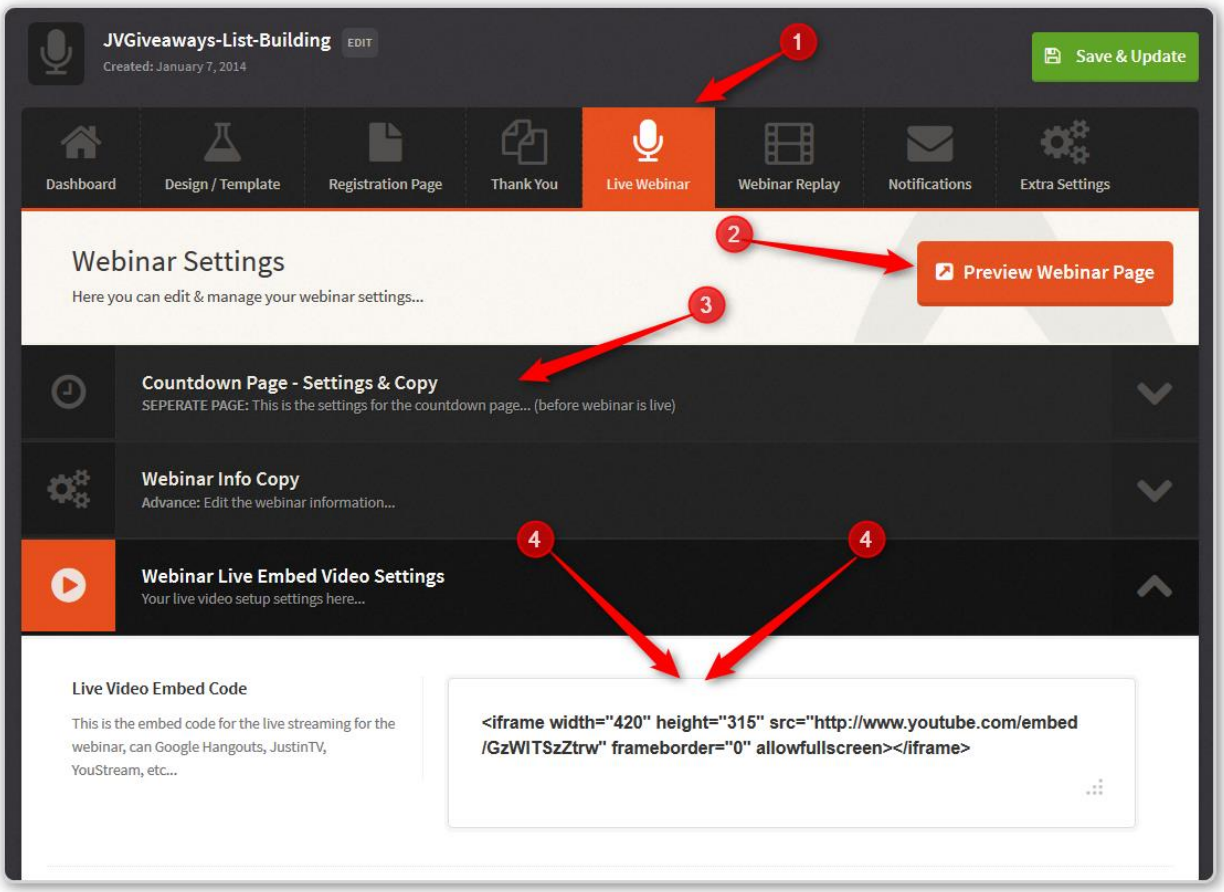
Step #7: – The Live Webinar Page

The trickiest part of integrating Webinar Ignition and Google Hangouts (or one of the other streaming video services) is the EMBED CODE.

This is where I ran into problems the first time I ran a Webinar Ignition Webinar. The training videos talked about the embed code, but there is a screen called the Live Console Screen that confused me. People who are used to Google Hangouts on Air won't be confused, but I'm assuming that Hangouts on Air are new to you and so I want you to be aware that it is coming.

Here is the Live Webinar Screen:

Live Webinar Menu Option



#1 – This is the Live Webinar Menu Option.

#2 - You can see what the wrapper for your webinar will look like by clicking on this Preview Webinar Page Button.

#3 – There is a title in the Countdown Settings section. It defaults to some of the information you entered already, but you can change it here. You really need to edit this page.

CRITICAL STEP

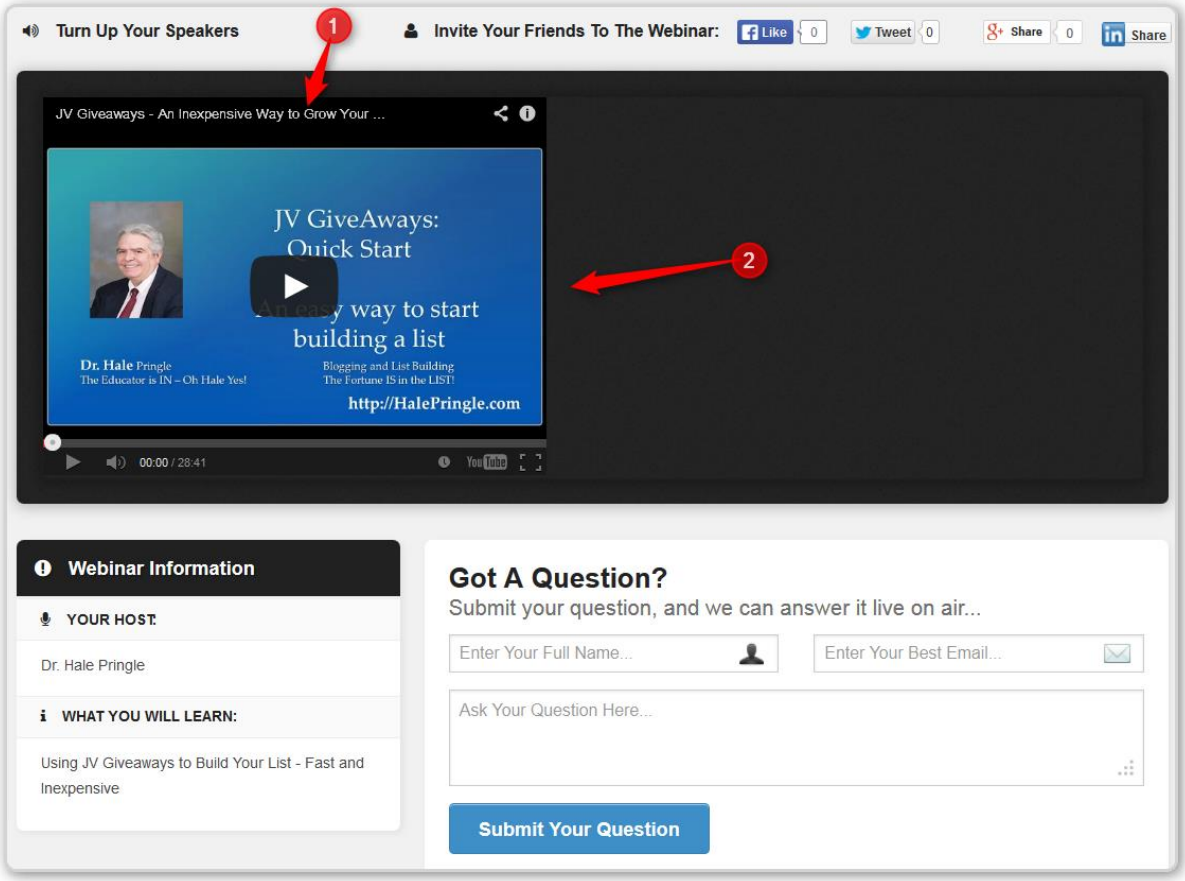
#4 - This is Critical. After you start a hang out you MUST paste an embed link code here to attach your live Hangout with Webinar Ignition. Note: paste the same code into the Replay Screen. You must also go to the Home Page and set the Master Switch to LIVE.

There are more options on the page. Some are social sharing and some have to do with Q & A sections.

NOTE: You will get more on Q & A here when I learn more about it!!

Here is what my Webinar Page looked like:

Sample Webinar Page



#1 – This is the title I mentioned above, the one that can be edited.

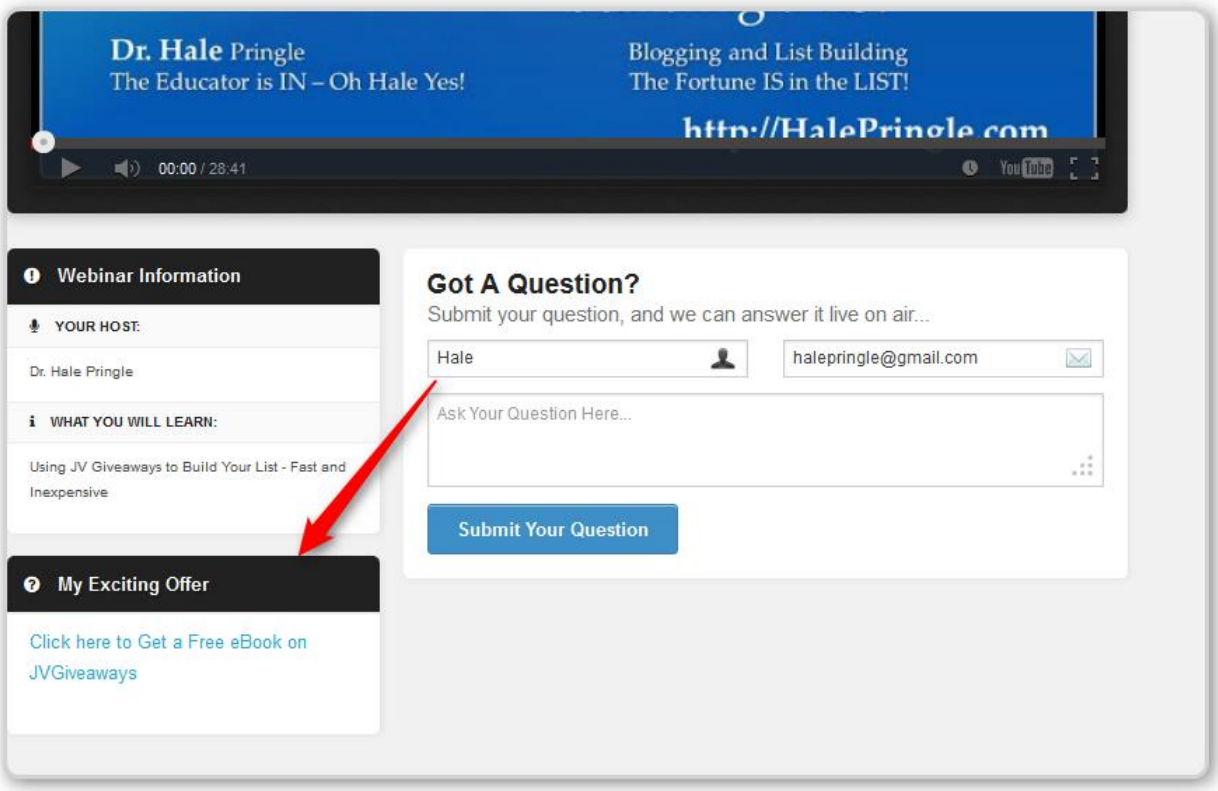
#2 – This area will say "Stand By…" when you have pasted the Embed Code into the Live Webinar Menu option, but have not actually started the Broadcast in Google Hangouts on Air.

OFFER on the LIVE Webinar Screen

You can activate a section of the Live Screen that offers your viewers a link to one of your offers. This can be a free gift or a link to a special offer that your webinar is about. This is optional and you do NOT have to use the section. You can toggle it off.

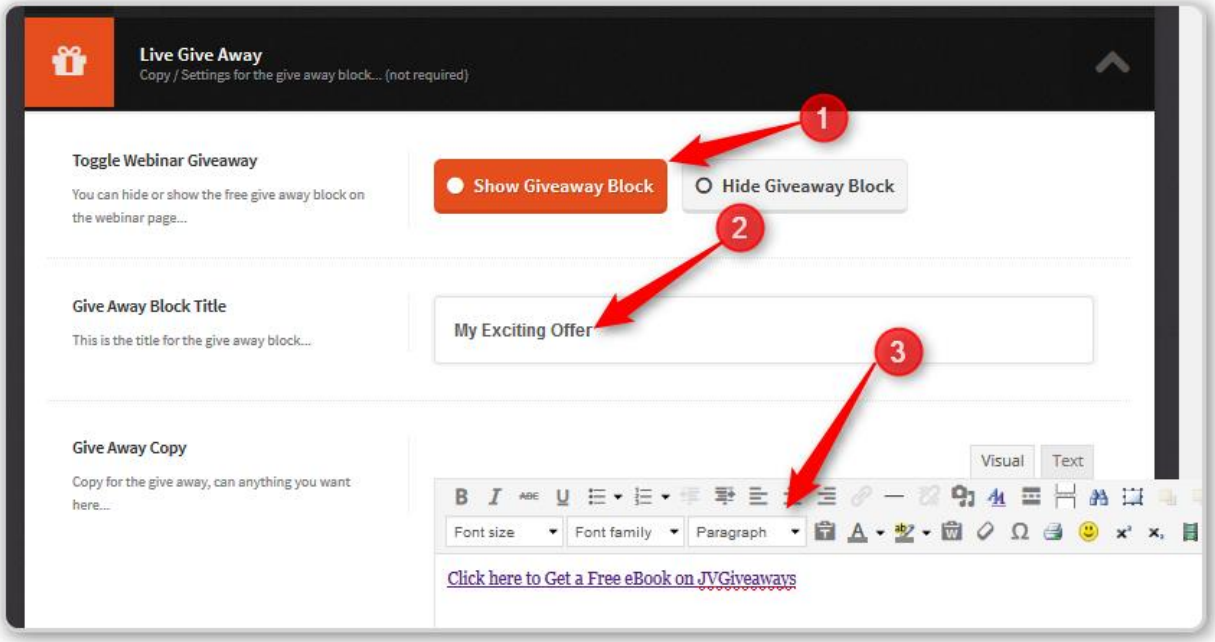
Here is what it looks like:

Offer Active



Here is how I added this offer:

Edit The Offer on the Live Page:



#1 – Toggle the offer section on the screen on or off

#2 - This is the Title of the Offer Section

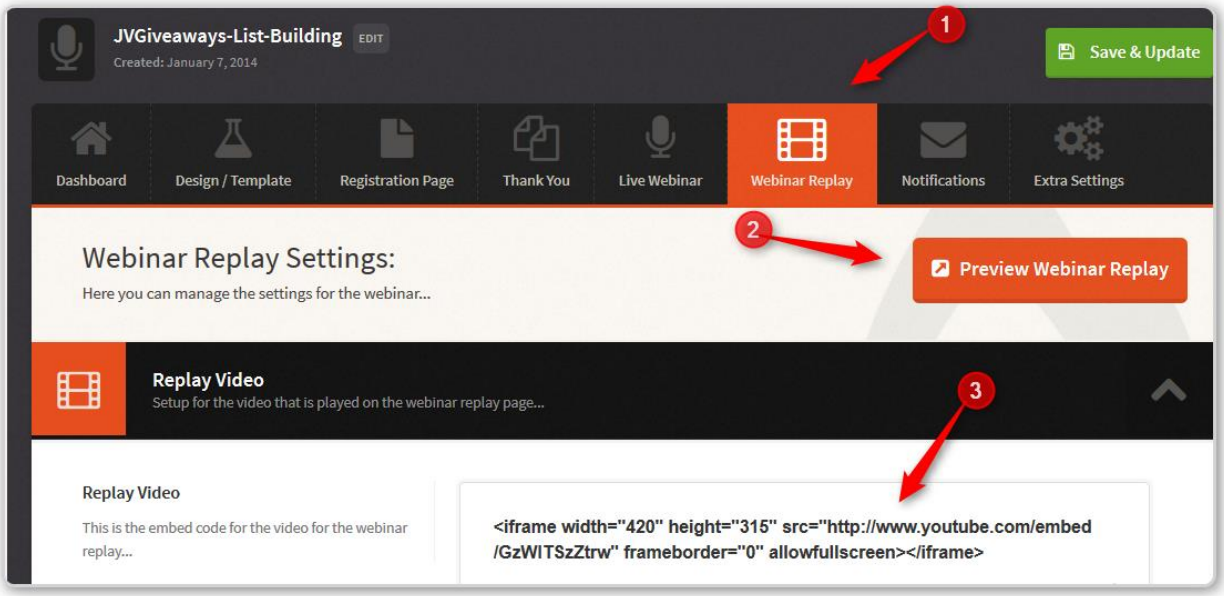
#3 - I included a link to an offer page. You can do lots of things here.

NOTE: If you are going to redirect your visitors to a Squeeze Page you need to be sure you check the box that says "Open Link in a new Window/Tab." If you don't the squeeze page will overwrite the Live Webinar and you do NOT WANT THAT. Some may not know how to get back.

We'll come back to actually starting a webinar after we look at the last two menu options.

Step #8: – Set Up Webinar Replay

Replay Setup Menu



#1 – Replay Menu Option.

#2 – Preview the Replay Screen.

#3 – Embed Code – Exactly the same that is used on the Live Webinar Screen. When you paste the embed code into the Live Webinar Screen you might as well paste it into the replay screen too if you plan to host a replay.

There are more important options on the Replay Setup Screen:

More Options on Replay Setup Screen

#1 – You can tell the system to make the replay available for a set amount of time. If you do that there will be a counter that shows how much longer the Replay will be available. You can toggle the counter off if you plan to leave the replay up.

#2 – You can have an order button that appears after a set amount of time that the recorded webinar has been playing. You that that up here.

#3 – You can close a webinar. This is the message that will show when people try to view a closed webinar.

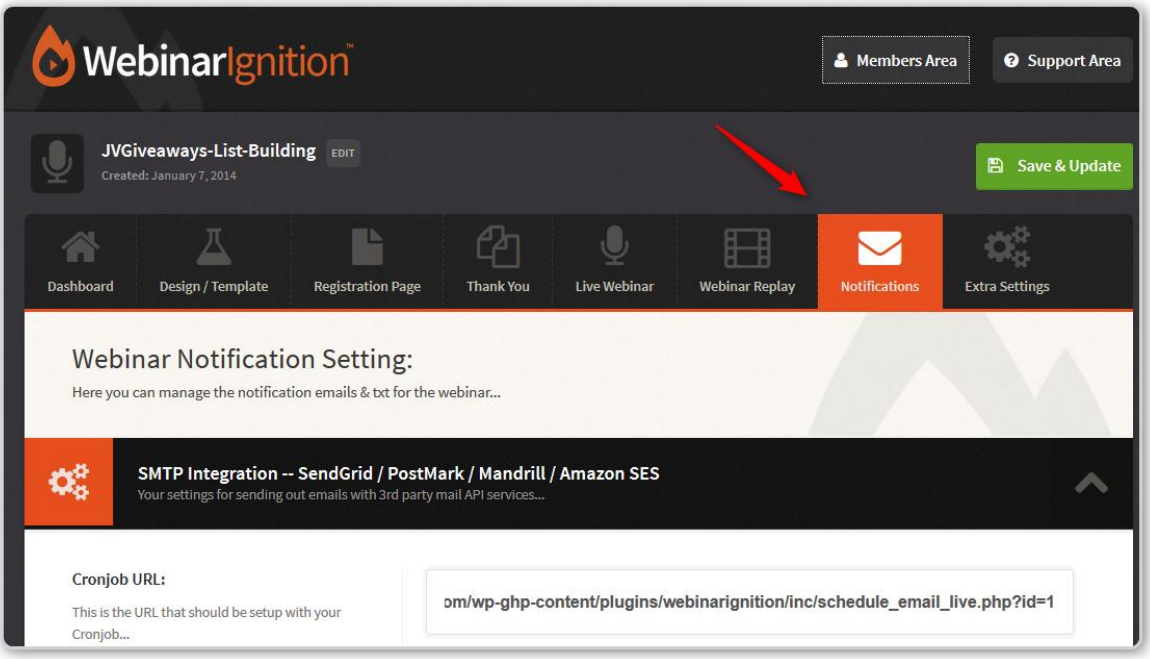
#4 – The Save and Update button is available on just about every screen. Be Sure You Save And Update after you make changes!

Step #9: – Notification Setup

One of the important things about running Webinars is emailing registrants and reminding them that the webinar is coming. They have a system for emailing your participants that involves third party vendors.

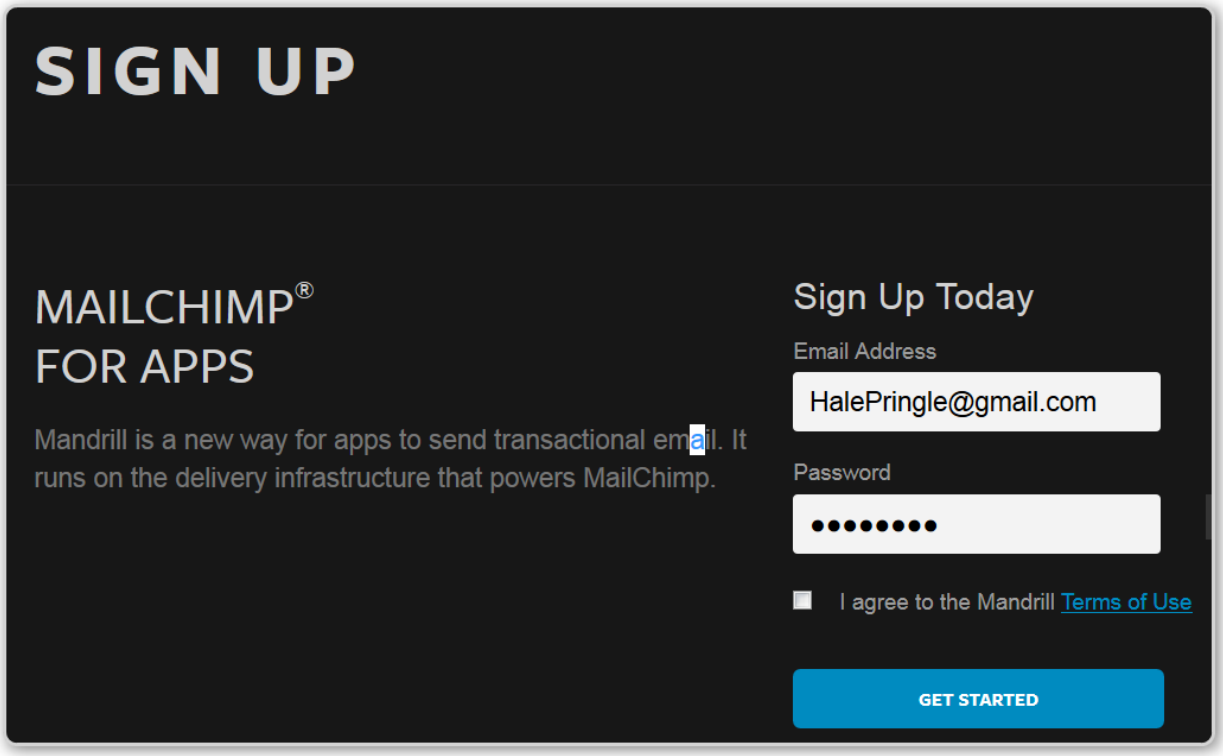
NOTE: Several sources indicate that you should have an Email Address that matches your domain. (Don't use a Gmail, Hotmail or Yahoo address.) You get better deliverability when the email address matches the domain name that sent the email.

Notification Menu Option

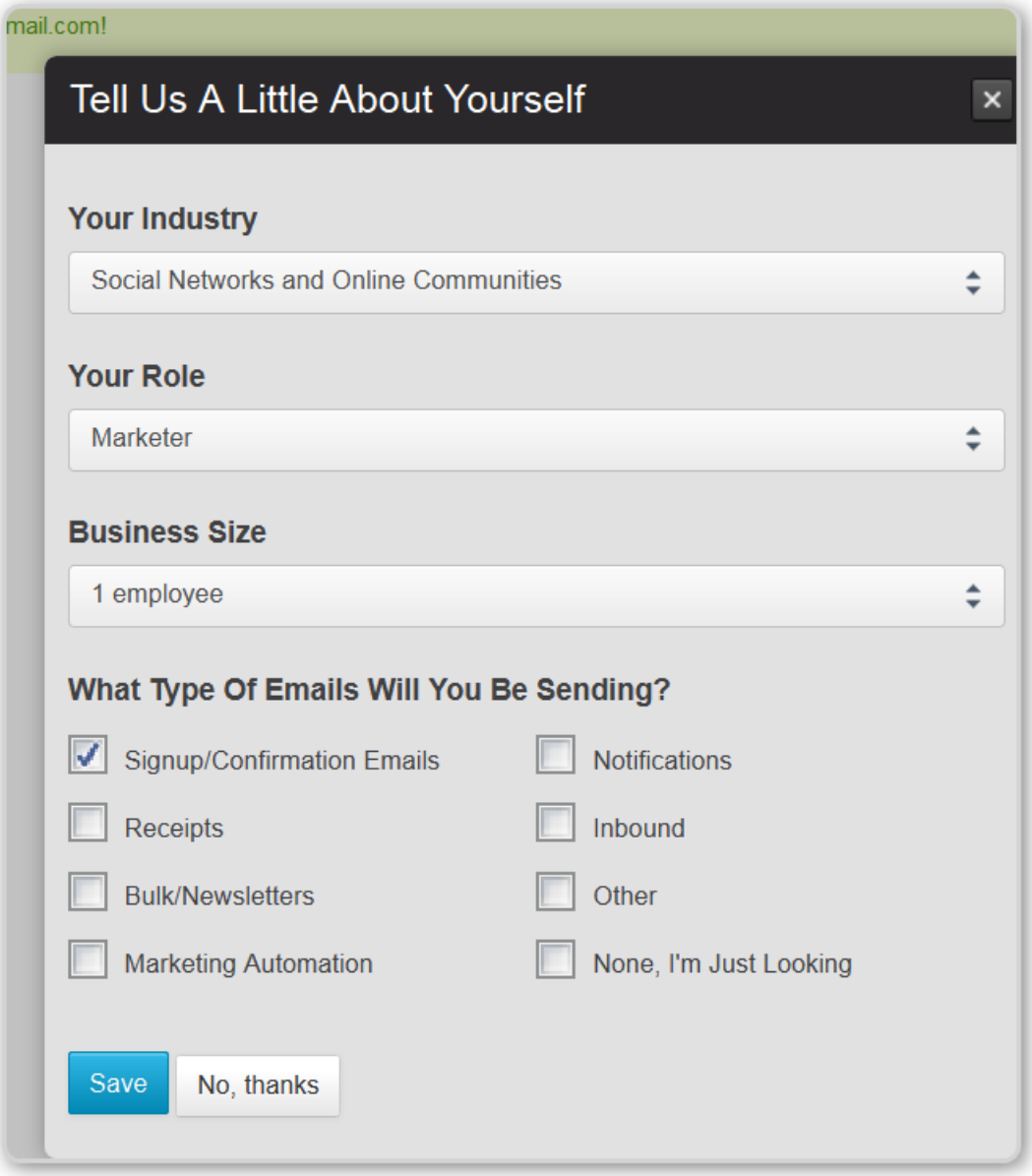


Further down this page there are emails set up to go out 1) As soon as someone registers, 2) a day before the Webinar, 3) the day of the webinar, etc.

They recommend a free account with Mandrill.com. You can set up the account in just a few seconds.

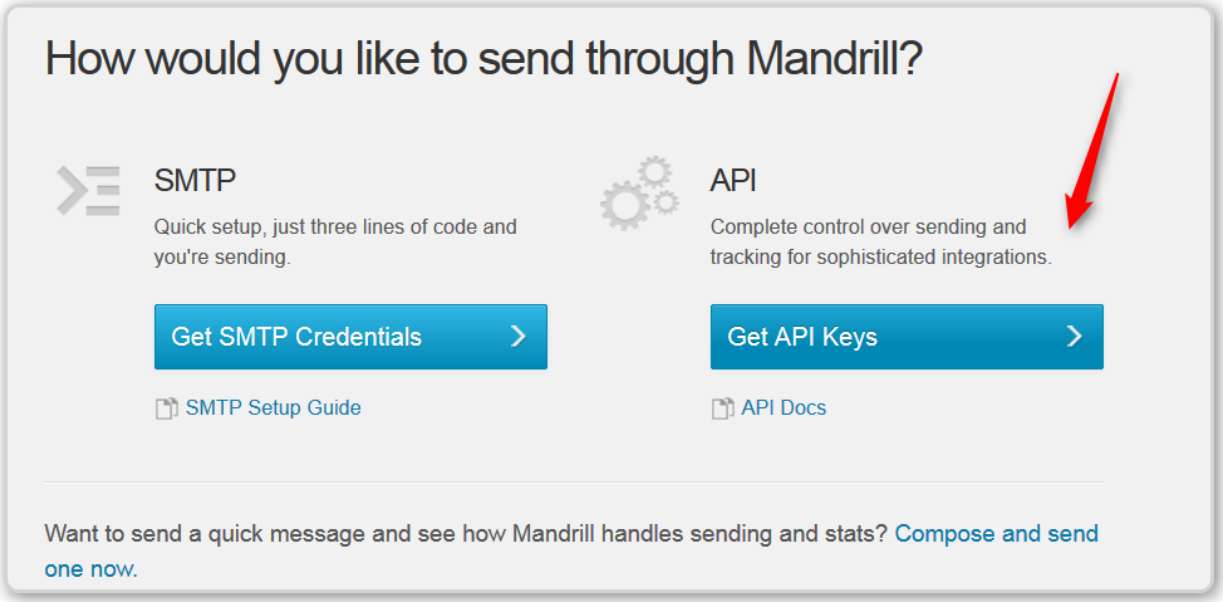

SIGN UP
MAILCHIMP®
FOR APPS
Mandrill is a new way for apps to send transactional email. It runs on the delivery infrastructure that powers MailChimp.
Sign Up Today
Email Address
HalePringle@gmail.com
Password
I agree to the Mandrill Terms of Use
GET STARTED

They will ask a little about you:



Next you need to get the API Key.

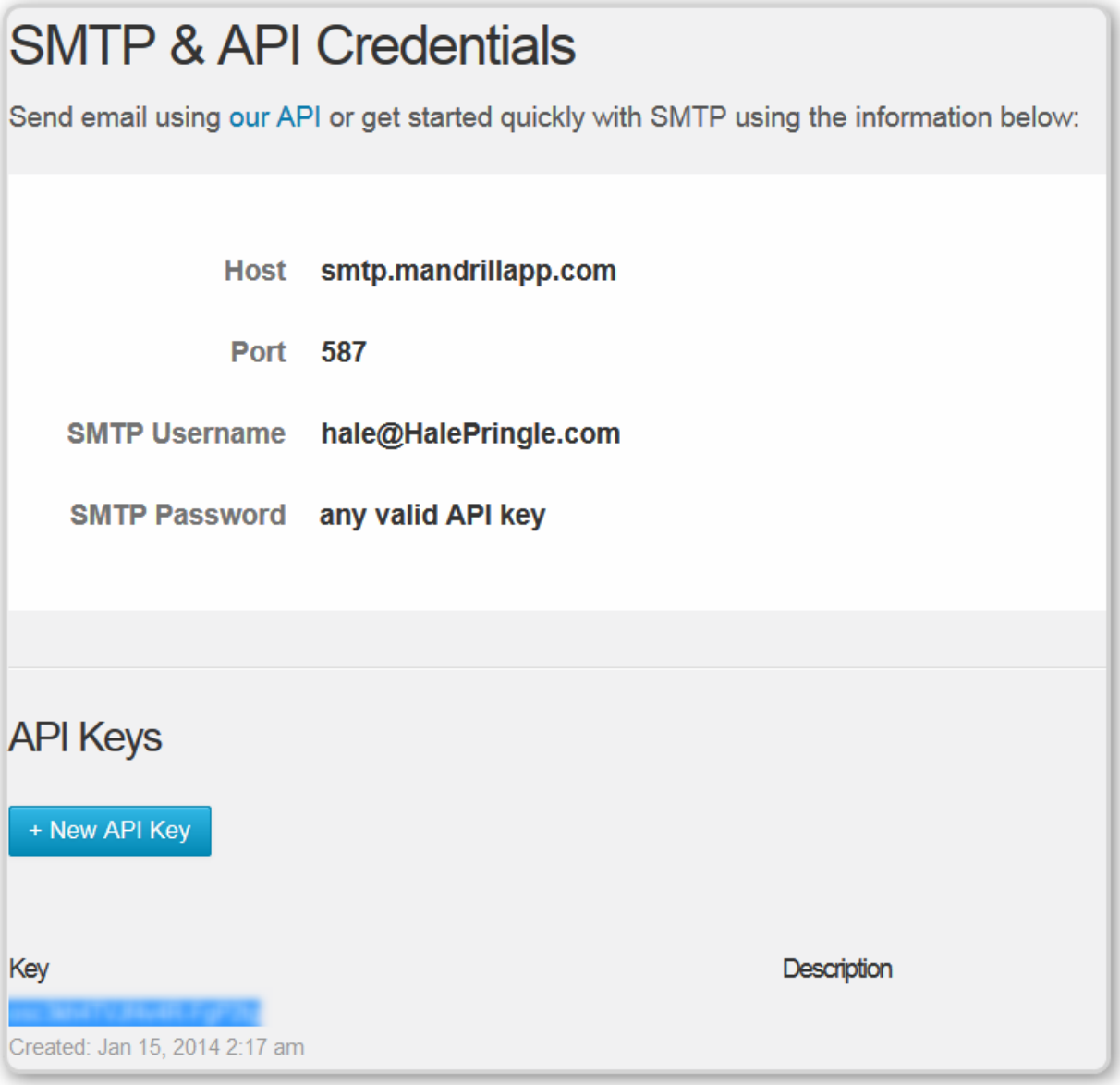
API Screen



In this screen you press the blue button and now you have an API Key. That is all the information the Webinar Ignition needs.

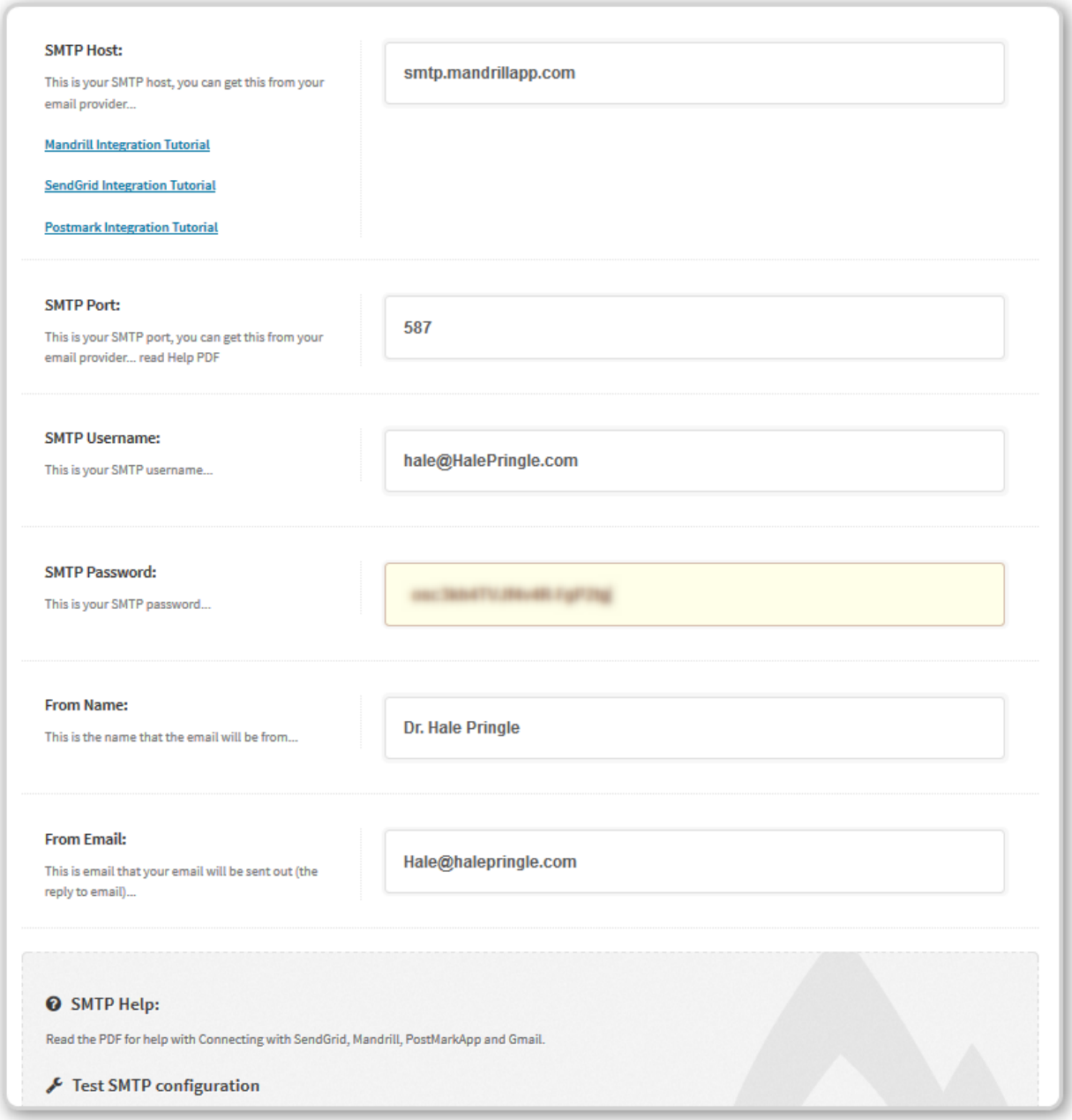
> *Note: This area was the most troublesome for me and took the longest to resolve. There is a workaround using AWeber below. If you have problems with this, you don't have to junk the whole system.* ☺

Credentials Screen in Mandrill.com



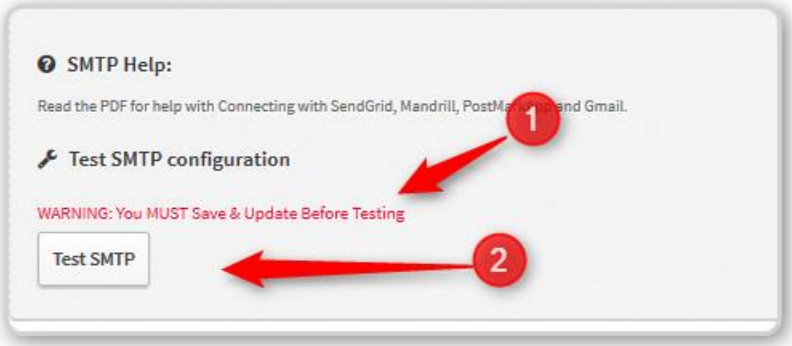
Here is the screen where these values are inserted in Webinar Ignition. You copy the values from the Mandrill screen into the Webinar Ignition screen.

SMTP Screen in Webinar Ignition



Then you run the test at the bottom of the screen.

SMTP Test Option



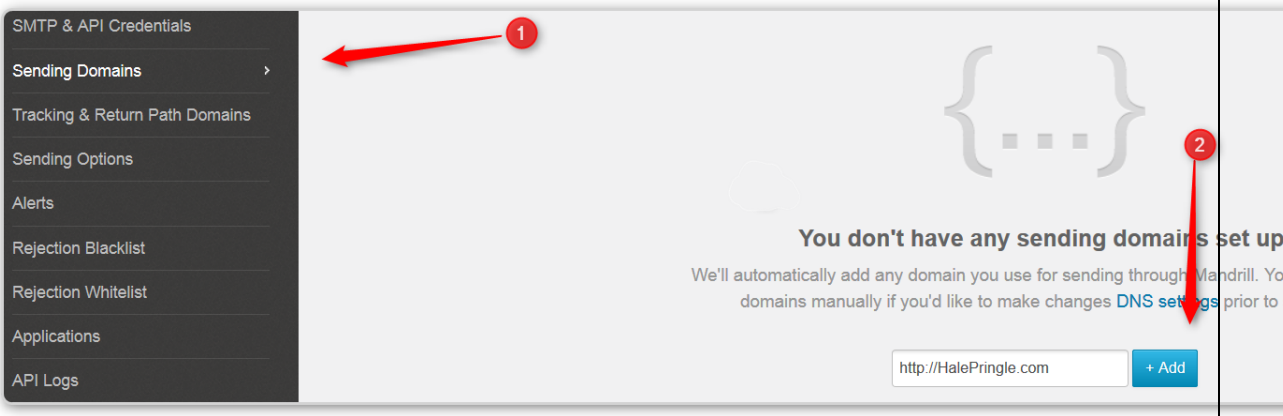
BIGGEST PROBLEM AREA FOR ME

I had trouble getting the test to work. I was successful and I'm going to go through what I did. You may not need to do it, but it may help.

Fix #1 - Mandrill – Set Up Sending Domains

Mandrill has a menu option called Sending Domains. This option asks for a domain name (their example shows the domain without the http:// that we usually add.). They give you a line with three tests on it DKIM, SPF and Verify Your Domain.

Mandrill - Sending Domains

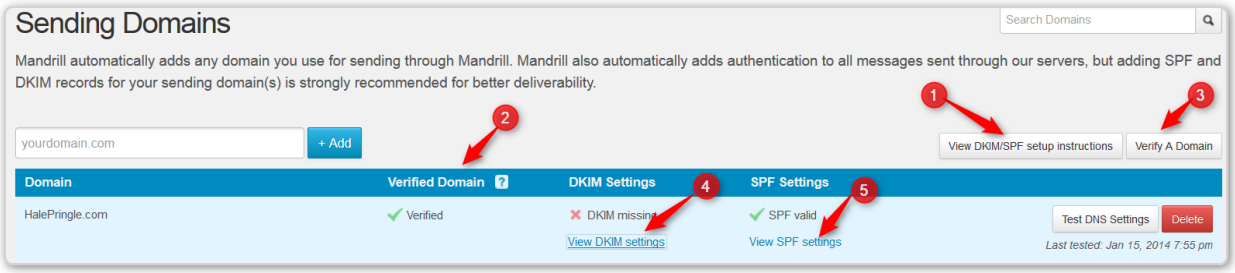


#1 – Open the Sending Domains Menu

#2 - Enter your domain name and press Add

This sends you to a page with DKIM, SPF and Verify Domain tests on it.

DKIM-SPF Screen



#1 - Instructions

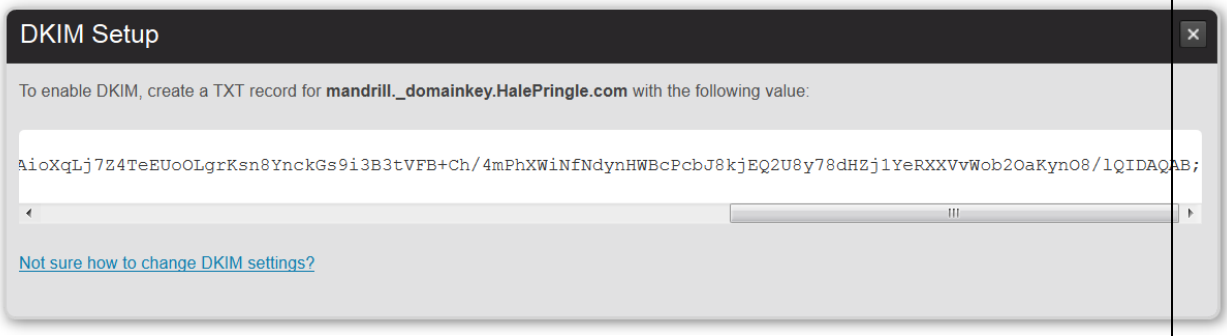
#2 – Verified Domain – this is the simplest test. You click on #3 and it tells sends you an email. You click on the link enclosed in the email and you are done.

#3 – Button to send an email to verify that you own your domain.

#4 – DKIM – Click on the View DKIM setting and it will run its test and pop up a window telling you the results.

#5 – SPF – Click on the View SPF settings link and it will run its test and pop up a window telling you the results.

Sample DKIM Problem Screen



The SPK screen looked similar.

I copied and pasted the info into a text file and used the CHAT help feature to contact HostGator Support. (I used the CHAT help so I could copy and paste what they needed to have.) It took twice on the DKIM setup before the test passed but we did solve that part.

> NOTE: for me the SPK value showed that it passed in a few minutes. It took several hours for the DKIM value to take effect. The Internet can take a while to propagate new values.
>
> Here is their email to me:
>
> "I have been able to update your TXT record for mandrill._domainkey.halepringle.com, and now the settings are propagating.
>
> "You can find this by entering mandrill._domainkey.halepringle.com at http://www.whatsmyip.us/txt , or with a Dig command like this: dig txt mandrill._domainkey.halepringle.com
>
> ";; QUESTION SECTION:
> ;mandrill._domainkey.halepringle.com. IN TXT
>
> ";; ANSWER SECTION:
> mandrill._domainkey.halepringle.com. 14371 IN TXT "v=DKIM1\;
> k=rsa\;
> p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQCrLHiExVd55zd
> /IQ/J/mRwSRMAocV/hMB3jXwaHH36d9NaVynQFYV8NaWi69c1veUt
> RzGt7yAioXqLj7Z4TeEUoOLgrKsn8YnckGs9i3B3tVFB+Ch/4mPhXWiNf
> NdynHWBcPcbJ8kjEQ2U8y78dHZj1YeRXXVvWob2OaKynO8/lQIDAQA
> B\;"

> "DNS changes can take up to 8 hours to propagate fully throughout the world. Once this propagation is complete, you will see your changes have taken effect.
>
> "Please clear your DNS cache periodically, and refresh your page to see if your changes have propagated yet.
>
> ?For Windows, you would press the Start button and then select Run and type in "cmd.exe"? Once the command prompt loads, enter the command:
> ipconfig /flushdns
>
> "To flush the DNS cache for Mac OSX 10.4 and below, the command would be: lookupd -flushcache For Mac OSX 10.5 and above, the command would be:
> dnscacheutil -flushcache
>
> "To flush the DNS cache for Linux, you would need to restart the nscd daemon:
> /etc/rc.d/init.d/nscd restart
> If you have any additional questions or concerns, please do not hesitate to contact HostGator Support for further assistance."

NOTE: I didn't really have to do any of these.

Fix #2 - HostGator – Set Up Sending Domains

Once the tests were all positive in Mandrill, I ran the SMTP test in Webinar Ignition again. It still failed.

I talked to HostGator Support and they had to kick that one up to the Second Tier Report.

They WHITELISTED my domain for outgoing emails.

Fix #3 – Webinar Ignition – New Version Update

While I was waiting for a response from HostGator, Webinar Ignition released an update.

After these three things the SMTP test passed.

Note: You will get a one line email from Webinar Ignition every time you run the test telling you that it is testing the SMTP settings. I like that since it showed me that emails were actually being sent by my system.

Work Around for Emails using AWeber

Note: While this is a work around it has one advantage over the native Webinar Ignition system. It probably will result in a higher delivery rate for you emails. Companies like AWeber spend a lot of time and effort insuring that the emails they send out actually end up in recipient's email inbox.

> If you have the same problem I did or are just beginning and not running tons of webinars, I'm going to suggest that you copy and paste the emails into AWeber and set them up this way.
>
> 1. **As Soon As They Register** – set this up as the first Follow-Up Email for the List you created just for this Webinar.
> 2. **One Day Before the Webinar –** Copy and paste and set up as a broadcast scheduled to go out the day before the webinar.

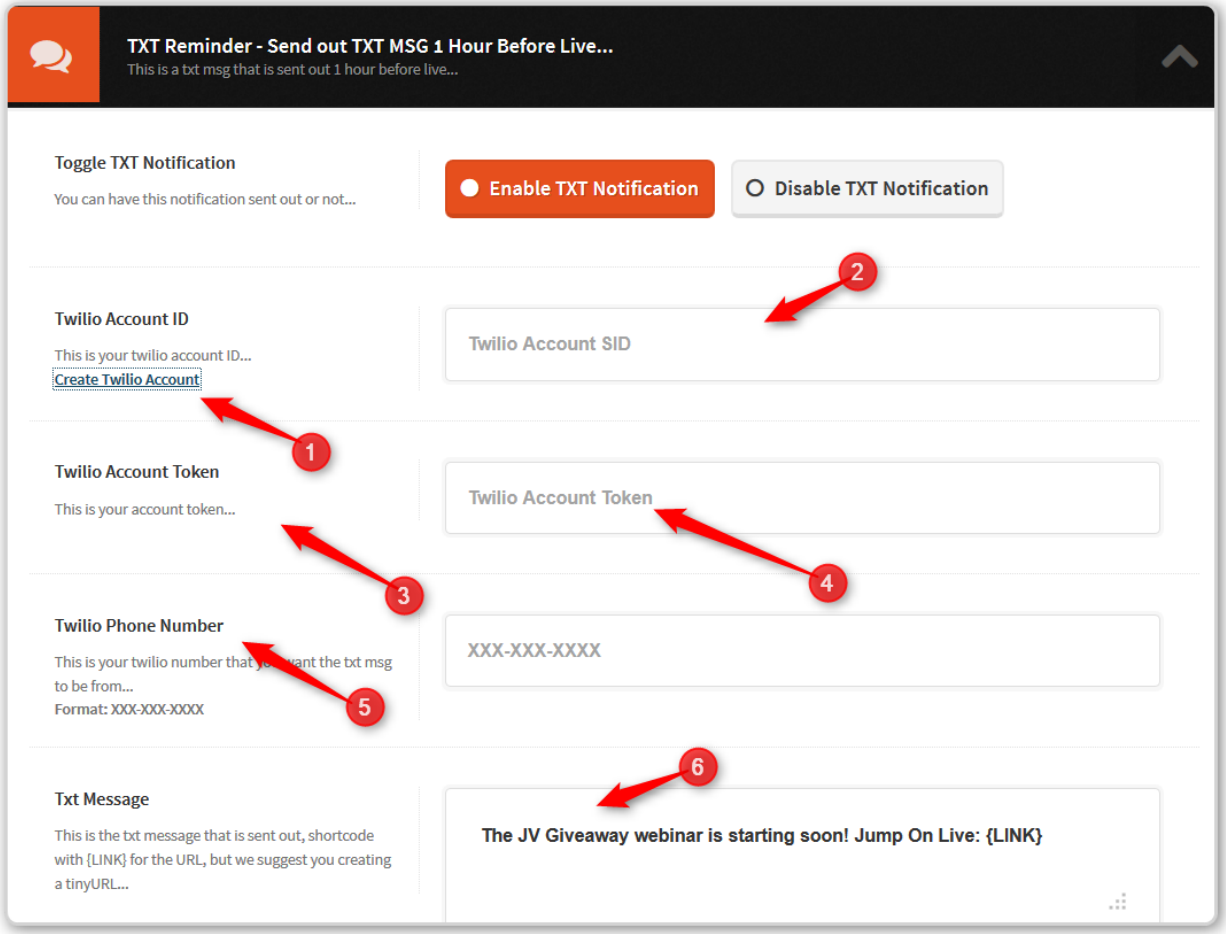
3. **One Hour Before the Webinar –** Copy and paste and set up to go out one hour before the webinar starts (be sure that the "Use the recipient's time zone" check box is OFF!)
4. **Went the Webinar Goes Live –** Copy and paste and set up to go out when the webinar is scheduled to start (be sure that the "Use the recipient's time zone" check box if OFF!)
5. **Replay 1 –** Set to go off one hour after the webinar ends
6. **Replay 2 –** Set to go off one day after the webinar ends.

My logic here is that you need to know how to do Scheduled and Broadcast emails in AWeber. Either use or develop that skill. You can switch to their system later.

SMS Text Messaging

The last option on the page is for sending Text Messages to registrant's phones. It is possible that for your first webinar or two you may want to just disable this option. If you want it, here is how you go set it up.

Set Up Text Messaging



#1 – Click on this link to Open a browser window at the Twillo web site. One of the options is to create a new account.

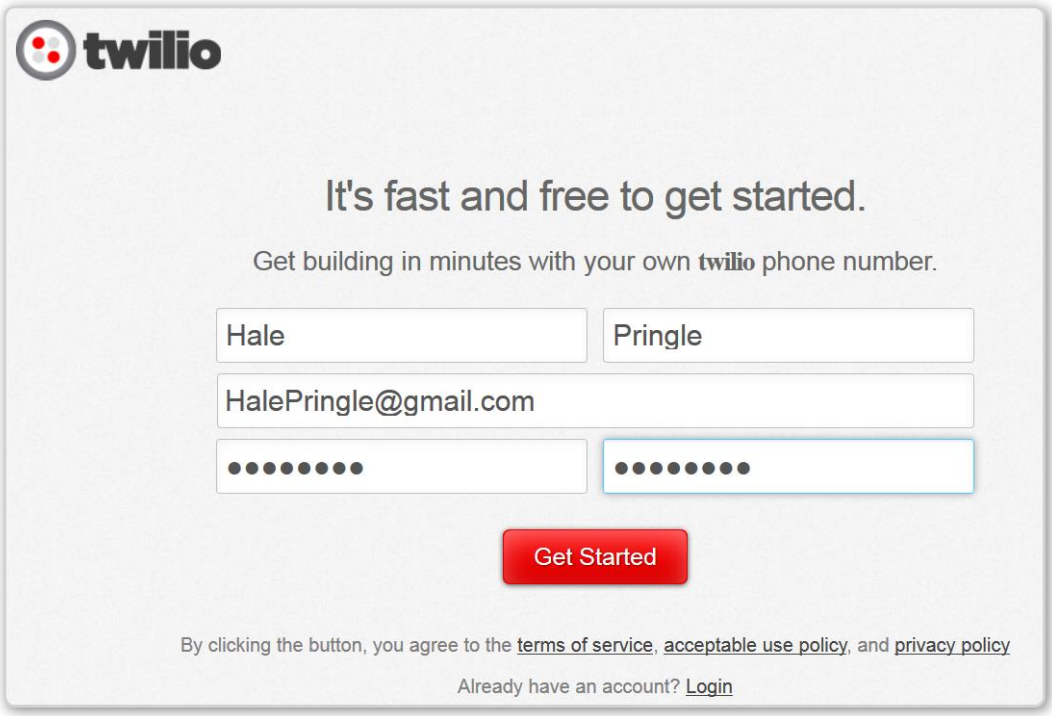
#2 – Fill in the ID number that Twillo assigns to you.

#3 & #4 – Fill in the Account Token they give you.

#4 – Fill in a phone number.

#5 – This is the message that will be sent. You can edit it if you want to.

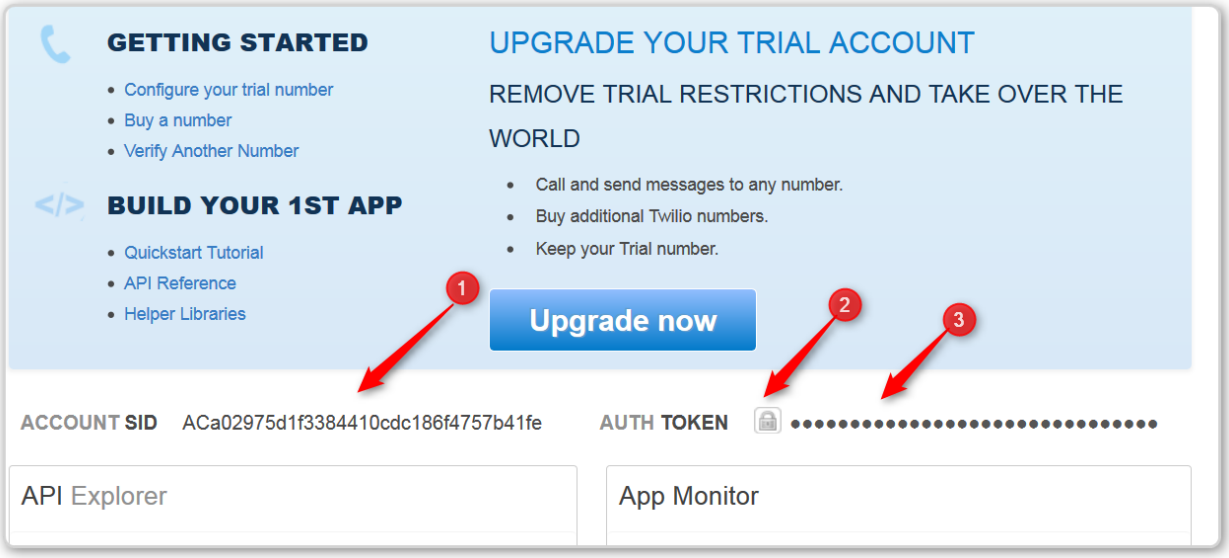
Setting up a Twillo Account is Free and Easy:



They text you a confirmation number that you enter back into their site.

At that point they assign you a phone number (Write It Down).

Twillo Account Screen

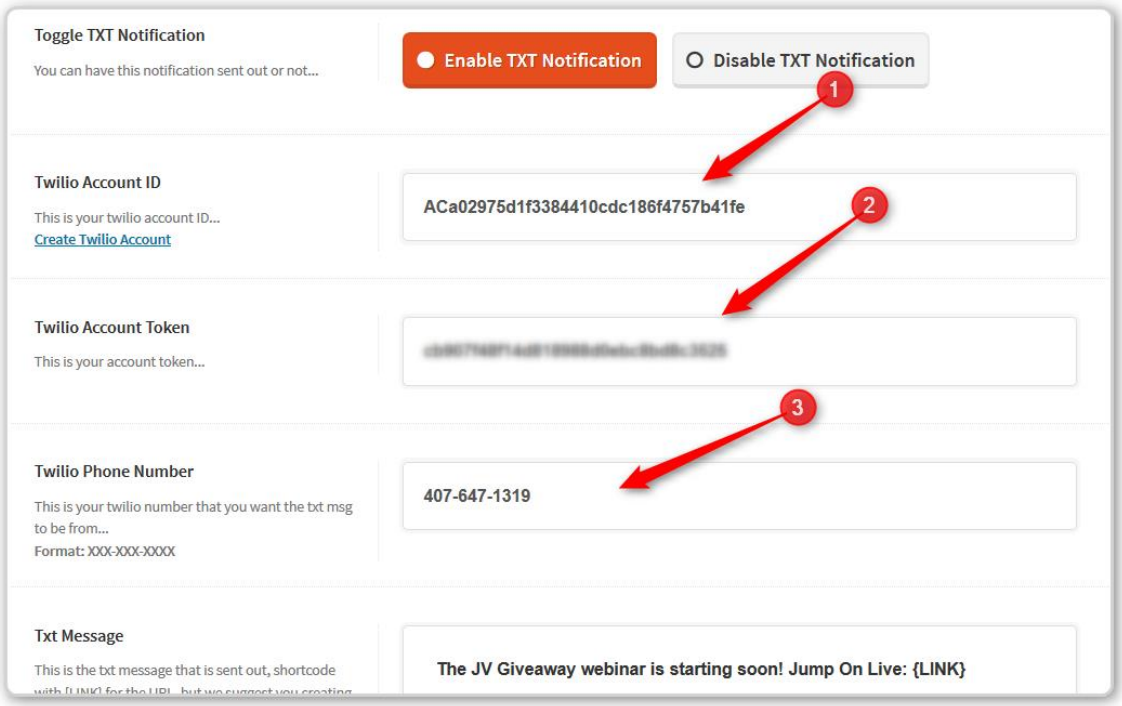


#1 – This is the SID you need for Webinar Ignition

#2 – Click on the lock to be able to see your TOKEN. This is the second thing you need for Webinar Ignition.

#3 – This is the actual token you need to copy and paste.

Twillo Data in Webinar Ignition



You will get billed for calls, but they are supposed to be around a penny per message.

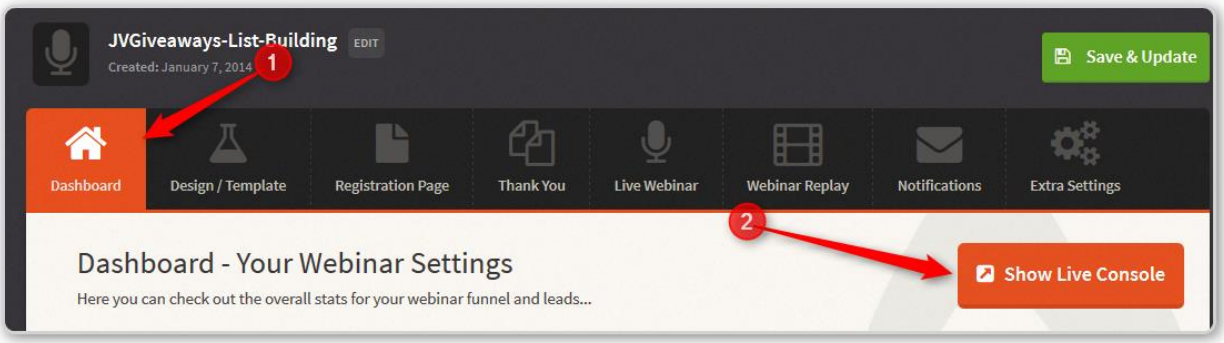
Step #10: Extra Settings

There shouldn't be anything in that menu option that you need to do.

Step #11: Running Your Webinar

Start by going to the Dashboard Menu Option and clicking on the Show Live Console Button.

Show Live Console



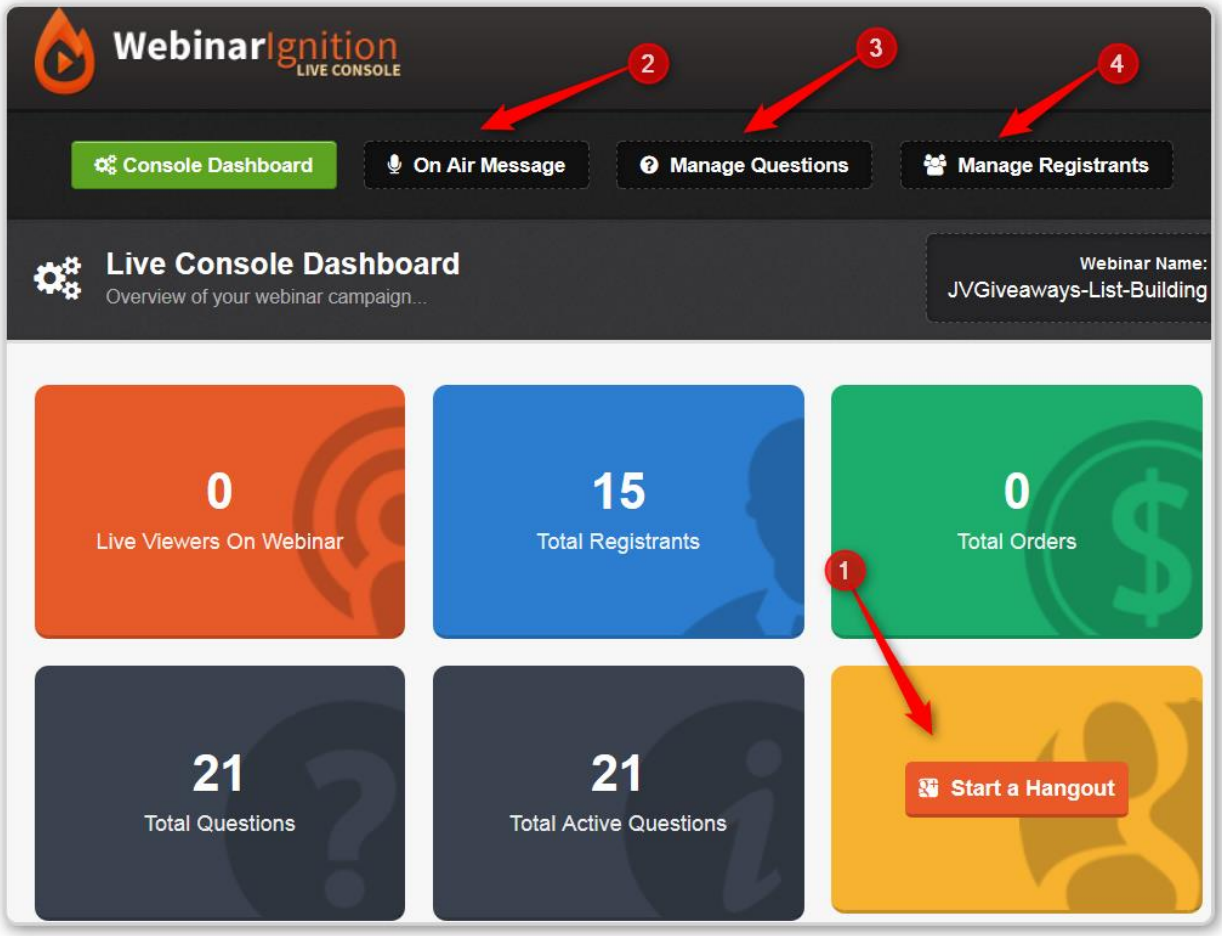
#1 – Dashboard Menu Option.

#2 – Show Live Console – Click on This Button.

The help video talks about having an IPad or a laptop or a co-presenter who runs the Live Console.

You can also have a second monitor and drag that Live Console Screen to that monitor.

Live Console



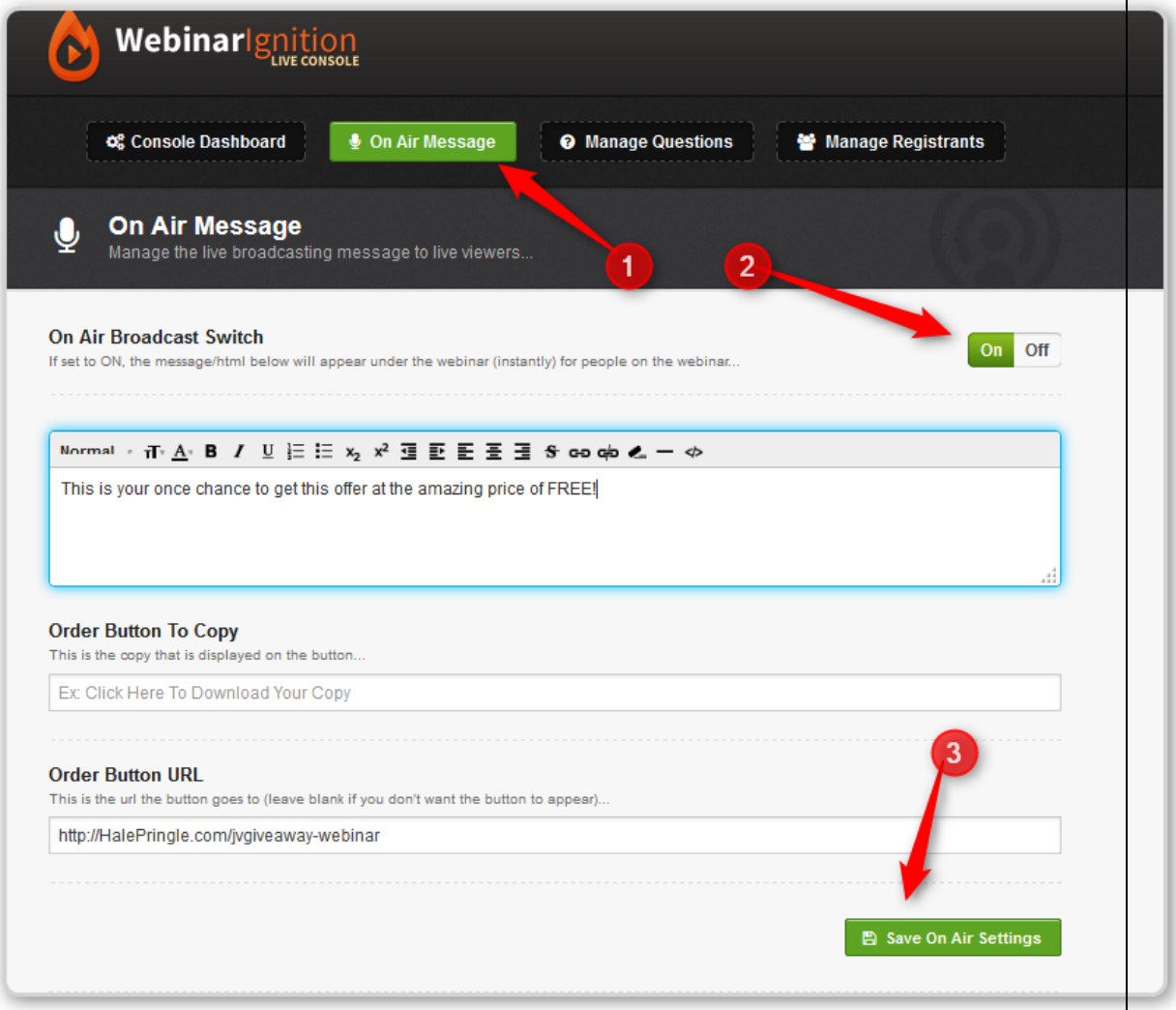
#1 – You can Fire Up Google Hangouts On Air here.

#2 – An On Air Message will display a message below the Live Webinar window during the Webinar. You need to set this up in advance and turn it off. When you are ready during the webinar toggle the option to On and Save.

#3 – This is Webinar Ignition's Simple Message System – I had problems with this (The only way to answer was via a button that opened an email window. I use Gmail and it opened on top of the Live Console and once I sent the email it closed the Console.)

#4 – Manage Registrants – This will show you who signed up, who attended and who attended the replay.

On Air Message Setup



#1 – Click on the On Air Message

#2 – Set this up in advance (leave it toggled off until you are ready for it. When you are ready toggle it on and press the Save Button.

#3 – The Save Button.

Interacting with Your Guests During the Webinar

If there is one shortcoming with Webinar Ignition – This is it!

Comments and interaction with your participants is a critical part of a good webinar.

There are several options:

1. Use Webinar Ignitions – simple message system. For me sending an email response in order to respond to a comment was not an acceptable level of communication. It certainly is NOT two way communication.
2. Google Hangouts On Air has an Audience Q & A Application that shows up beside a live Webinar. It also bookmarks the video so people can jump to the section of the video where you answer the question if you decide to respond to the question live during the Webinar – very nice.
3. Webinar Ignition suggests that you check out LiveFyre.com as a 3rd Party chat system. This can be integrated into the Webinar Ignition on the menu option where you set up the Live Webinar. I checked into this and decided (based on this article) not to go there. Among other things, it wants to change the commenting system for my entire blog.
4. You can create a Facebook group dedicated to Q & A. You tell people to join the group and handle the questions there. This is nice in that you can comment on a question and that keeps the questions and the answers together in one growing thread. People must be logged on to Google Plus to ask questions with this App. Note other viewers can Plus One a question so you can see how many like a particular question.
5. Google Plus Page – Use a Google Plus Page the same way. I haven't seen this done.
6. Google Events – Many Hangouts On Air are run from Google Plus Events. I don't know how that works with Webinar Ignition.

7. Twitter Chat Room – you could tell people to go to http://TweetChat.com and give them a Hashtag to follow. This screen would show you all the tweets that had that hashtag and any tweets initiated from TweeChat.com would automatically have the hashtag added. This is workable, but the questions and the answers would be separated by other questions and answers.

Right Now I am recommending the Q & A App in Hangouts on Air. The main advantage is that you can click on a question and answer it. When the video is rendered on YouTube these comments are shown and are clickable. If you click on a comment the video goes to the bookmarked spot. Viewers can go straight to the spot that they are interested in.

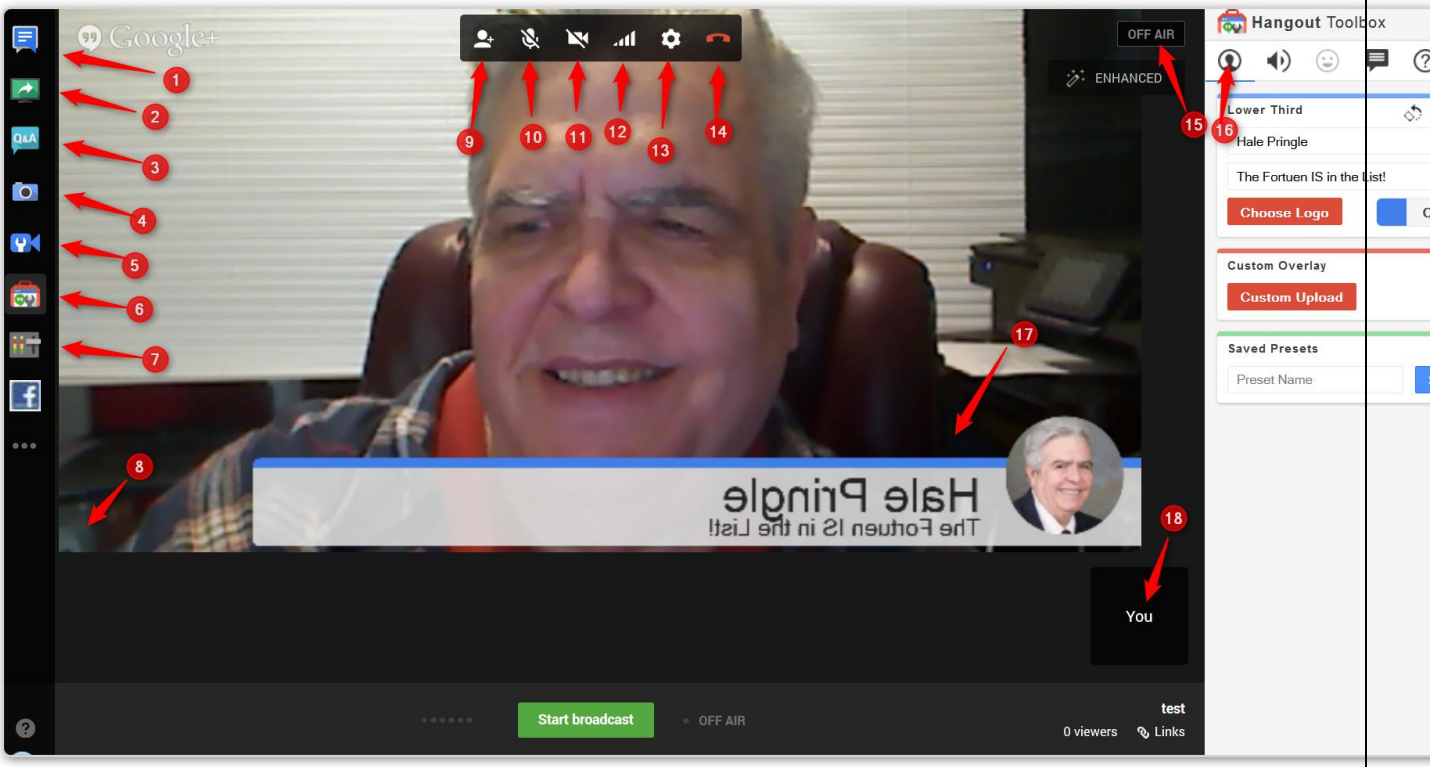
Note: One workaround for the missing Raise Your Hand feature from GoToWebinar is to put one (or more) statements in the Q & A window and ask people to +1 the statement if they agree.

Screen Options during a Hangout On Air.

There are lots of tutorials and helps on Hangouts On Air (HOA). I'll confess that I'm not the expert here, but I'll give you a quick run through of the various menu options on the screen. Note: Google and 3rd Parties are constantly improving Hangouts On Air so there may be more options when you see this.

As you mouse over the various options, a tip will appear with a one word description of what the icon does.

Hangouts On Air Options



#1 - Chat – Note that this chat is only visible among presenters. A small red number will appear over the blue "chat" symbol if another presenter has posted a message. This is a great way to tell people that their video is off center or that they aren't sharing the screen that they think they are without interrupting the flow of the webinar.

#2 – Screen Share – clicking on this button shows you various Programs that you have open and allows you to share one on the main screen instead of presenter's faces.

#3 – Q & A – this is not a default add-on. Q&A must be toggled on BEFORE you start the Broadcast.

#4 – Snapshot – You can capture a screen shot during the hangout. These images are great for marketing later.

#5 – Cameraman – This is one of the default apps. This is where you can tell the system that new guests are not to show on the main screen. You can also set it so that when you have more than 3 people, new guests come in muted by default. You will see guest in the film strip at the bottom and can toggle them on when you are ready for them.

#6 – Hangout Toolbox – this is currently an add-on app. For us the main use is to create the "Lower Third." #17 above is pointing at my Lower Third.

#7 – Control Room – When you click on this, the right panel shows you each person who is presenting in the Webinar. You can toggle their video and audio on and off and increase the volume on their sound if they are soft.

#8 – There is a help ? down in the corner

#9 – Invite people to your Hangout here.

#10- Turn your mike on and off

#11- Turn your video on and off

#12- You can adjust your bandwidth usage here if you are having issues

#13- The SETTINGS GEAR is where you change mike and camera selection. If you can't hear or can't talk, check the setting here.

#14- The red phone is where you hang up and leave the Hangout

#15- This is currently "Off Air," It changes to "On Air" once your start the Hangout.

#16- The side panel being shown is part of the Toolbox. The first icon is where you can set your "Lower Third" (i.e. #17)

#17- This shows my name and Tag Line. It shows as backwards here, but viewers see it correctly.

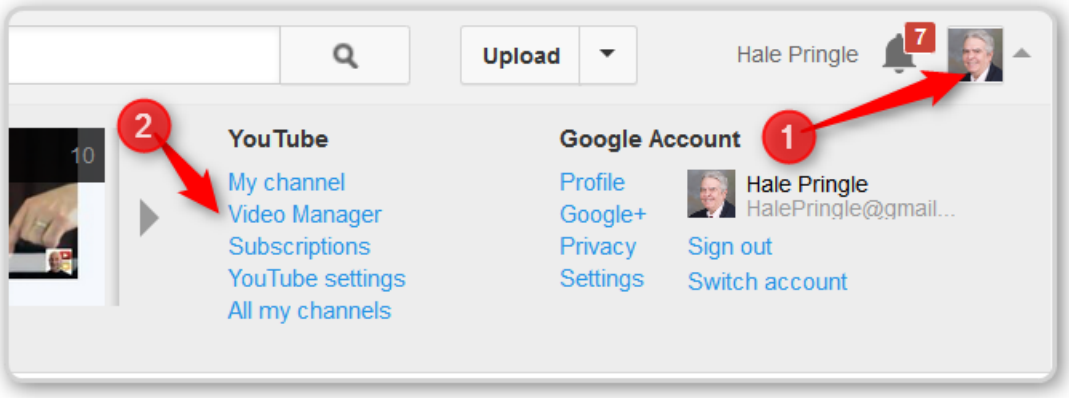
#18- Where is says "YOU" is a row that will have the picture feed from other presenters. You can click on one of them and a blue box will appear. This keeps the focus on that person even if others start to speak or make random sounds.

The Green Button at the bottom is what you use to Start and Stop the Hangout.

Step #12 – Stop the Live Webinar

Once you press the big button at the bottom of the screen (it will say "Stop Broadcast") your hangout will close. It will automatically be rendered on YouTube.

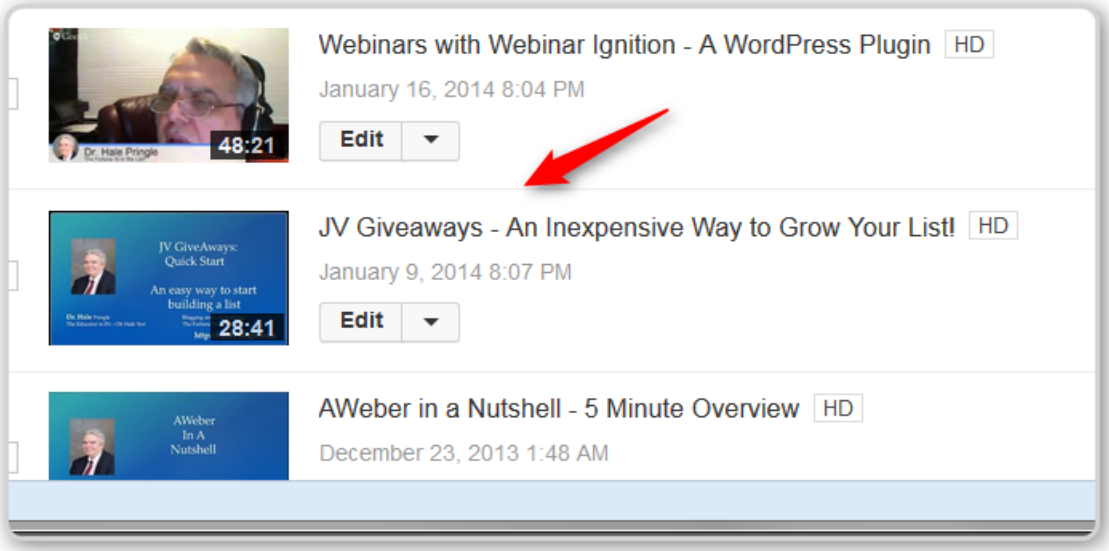
1. Open YouTube.
2. If you are logged into Gmail you will see your name and image at the top, otherwise you need to log in.
3. Click on your image in the upper right corner.



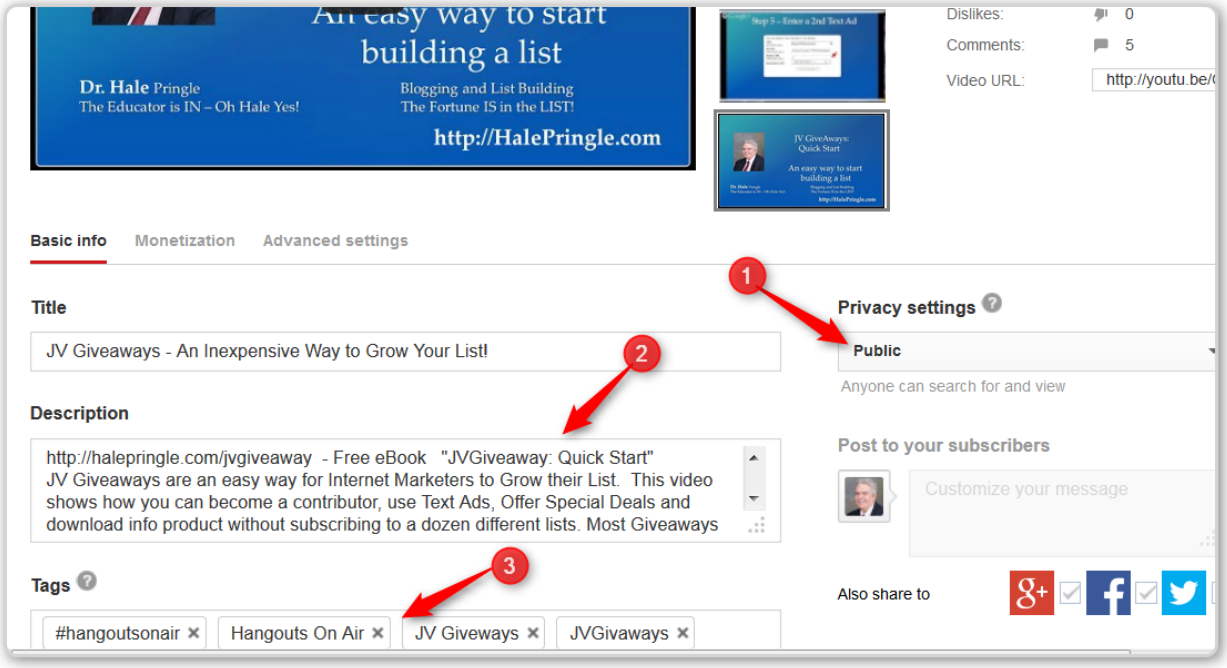
#1 – Click on your image

#2 - Click on Video Manager

4. Find the video that you just made (It will still be processing)



5. You can change the settings to Private so no one will see it unless they go to your Webinar Replay page. You can also leave it public and then you should edit the description and add tags.

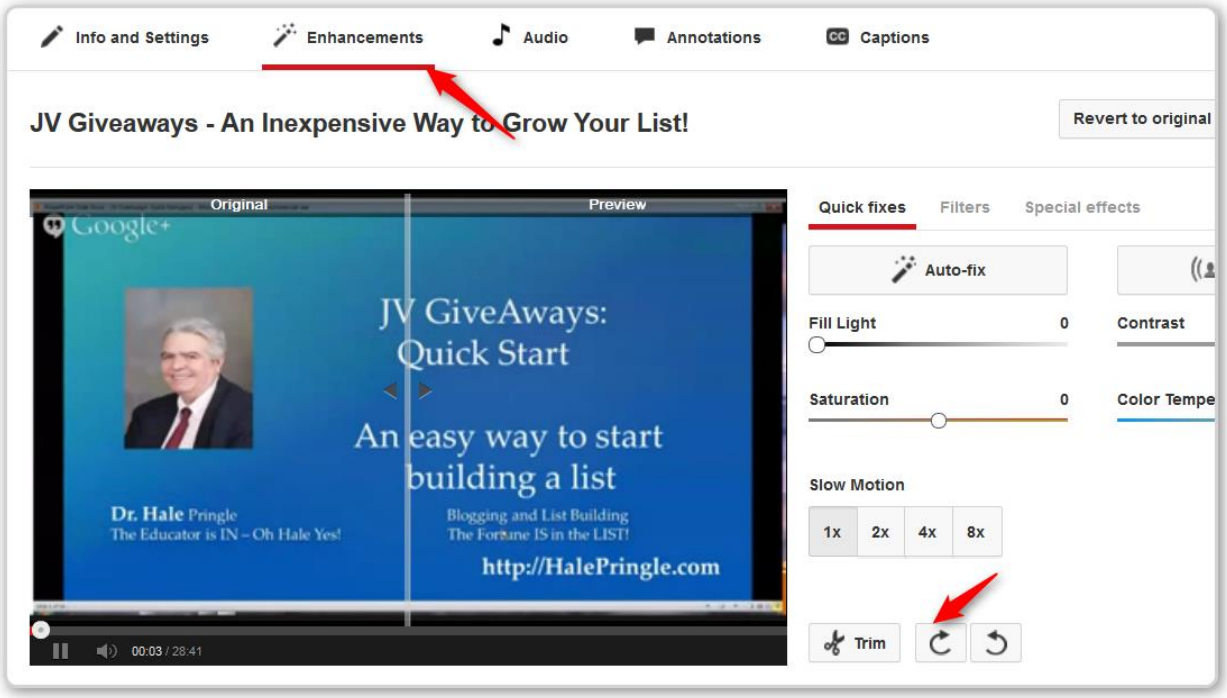


#1 – You could change this to Private to make stop people from finding this video on YouTube.

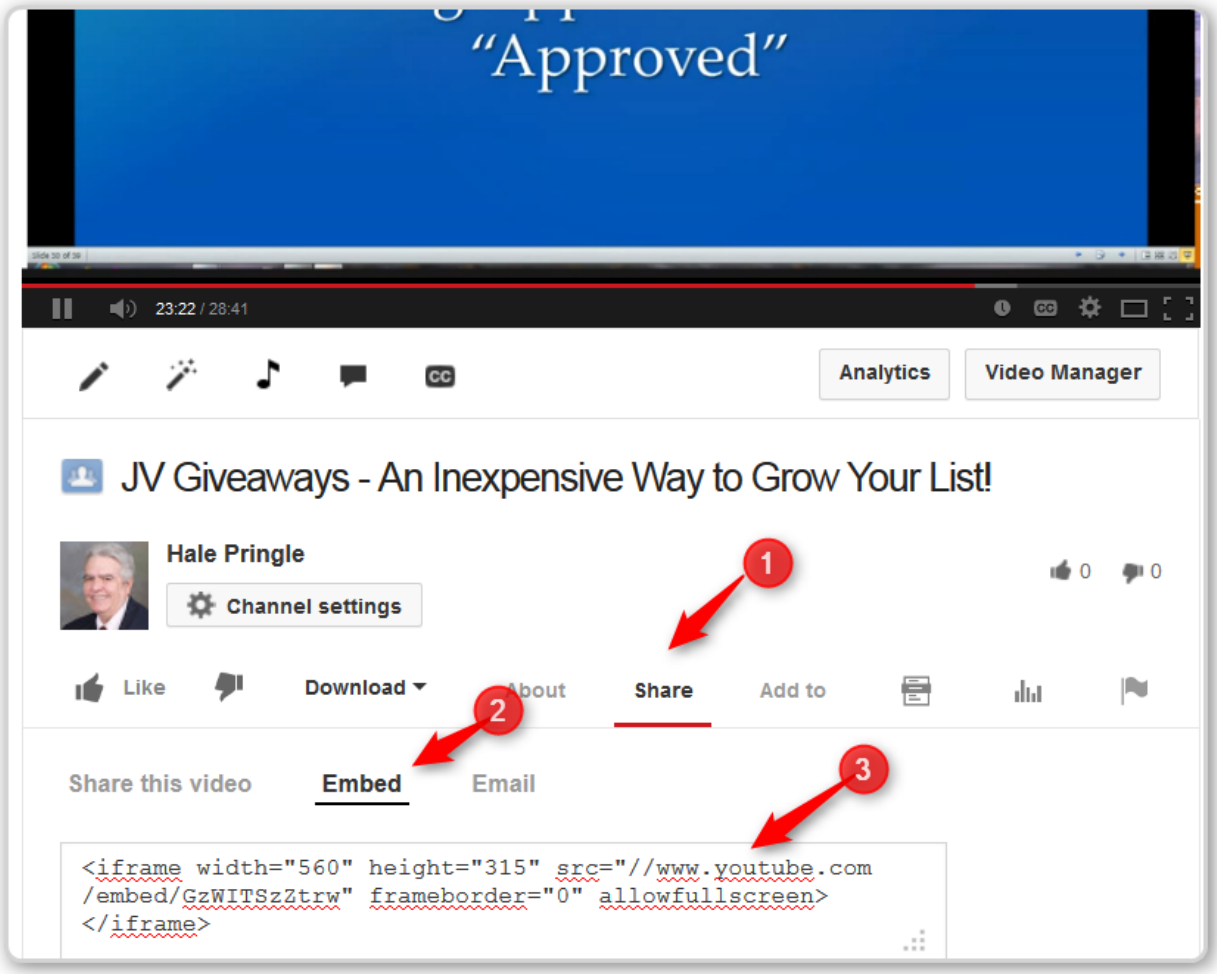
#2 – If you leave it public, you should enter a description – with a link

#3 – If you leave it public you should also tag it.

One other option worth noting is the Trim Feature. Under Enhancements, you will find a button that lets to trim off part of the beginning and part of the end if you need to do that to make the final file more professional.



6. You will need to view the video (get the viewing URL on the right side of the screen, copy and paste that into the address bar of your browser) in order to get the SHARE button and copy the Embed Code into your clipboard (Ctrl-C or Cmd-C or right click → Copy).

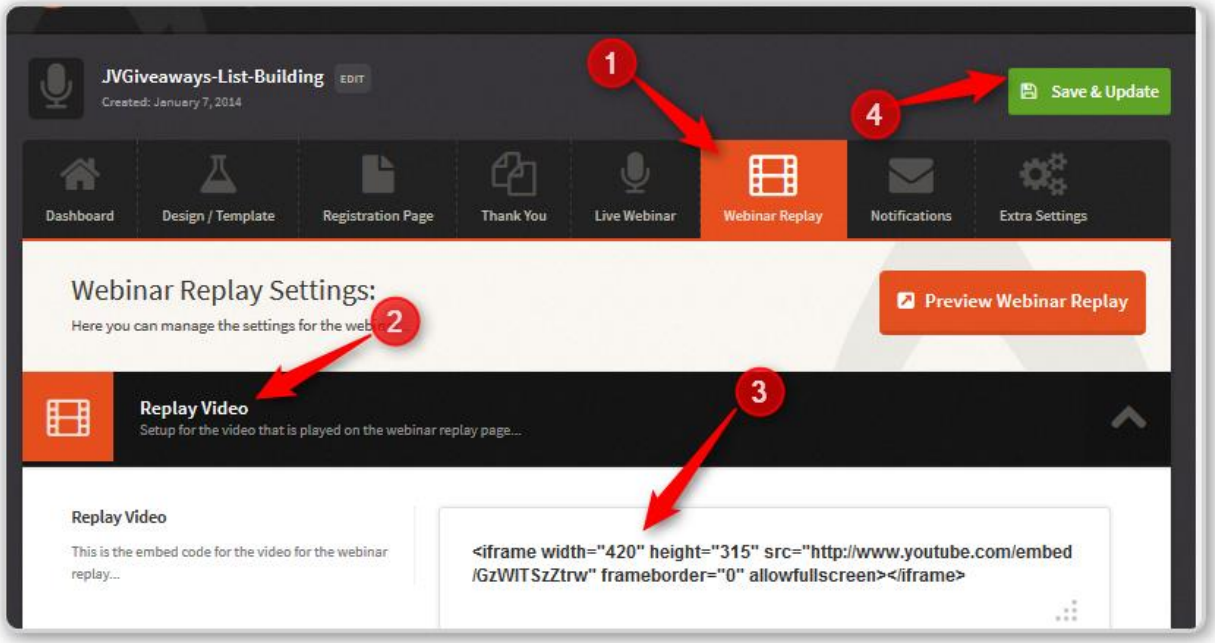


#1 – Click the Share Button

#2 – Click the Embed Link

#3 - Highlight and copy the Embed code.

7. Go back to Webinar Ignition and paste this code into the Replay Screen



#1 – Click on the Webinar Replay Tab
#2 – Open up the Replay Video section
#3 – Paste the embed code (Ctrl-V or Cmd-V or Right Click→Paste)
#4 – Click the Save and Update button

Conclusion:

Webinar Ignition is a very powerful system.

If you want to start presenting your own webinars, this is an inexpensive way to own a very powerful webinar presentation system.

Until next time, you have a Great Day!

Dr. Hale

Dr. Hale Pringle – Hale Yes!

Skype hale.pringle

Email: HaleYes@HalePringle.com

I work with some of the finest online marketers in the world. They have developed what I believe to be the BEST program to train you to market online at you own pace. Drop me an email and I'll get you an invitation to a live webinar to see what we are doing.

P.S. If you are working to move your network marketing business online, I can help! Check me out at http://HalePringle.com. On the WORK WITH HALE page you can sign up for the free coaching call. I'll give you the benefit of my years of experience and many thousands of dollars in training and searching the rabbit hole called Internet Marketing and Network Marketing. I can help you with prospecting online, blogging, and more.

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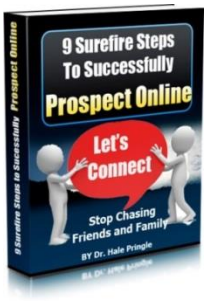

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This eBook shows you Step-By-Step how to connect with the right people and actively prospecting online.

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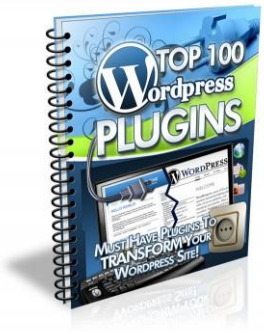

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Top plugins described and links to where you can find and purchase them. These are industry standards used by many of the industry's top bloggers (MRR)

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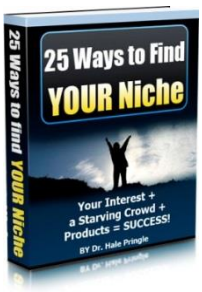

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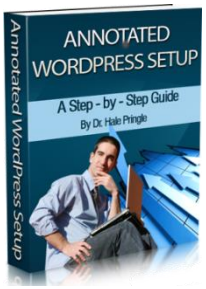

Follow along while screen shots show you how to set up a WordPress Blog – from buying the domain to working your blog.

FREE EBook - Attraction Marketing: The Three Phases Explained

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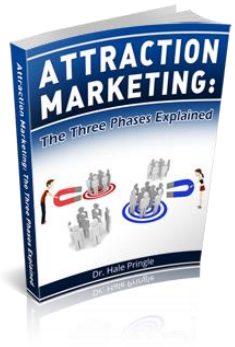
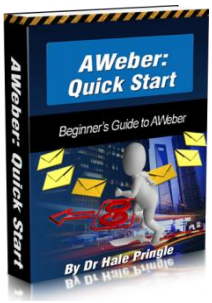


This eBook reveals the #1 Secret to Becoming an Attraction Marketer Quickly. It explores the three distinct Phases that you will go through on your way to becoming an Attraction Marketer.

FREE – AWeber: Quick Start



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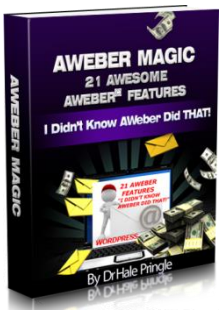

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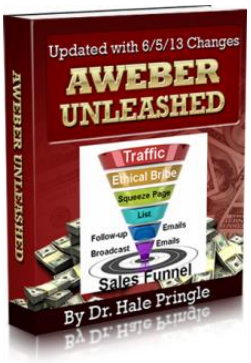
This eBook reveals over 21 AWeber Features and Tips you have probably never heard about. Several are general and several are specific to WordPress Blogs. Enjoy! Grab this while it is still FREE!

AWeber© Unleashed



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All the ins and outs of AWeber. Full Manual. Handle multiple free offers and funnel them into one follow-up email sequence. Updated with the 6/5/2013 AWeber site changes. Over 220 pages of in depth coverage. $69.95 retail.

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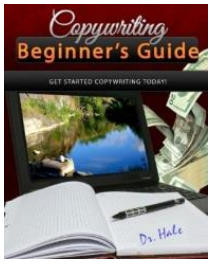

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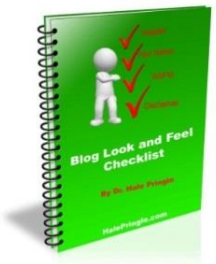

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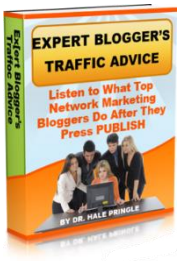
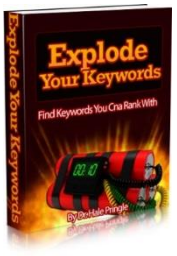
FREE – Expert Blogger's Traffic Advice –



http://halepringle.com/Experts-Traffic-offer

Listen!! Top Network Marketing Bloggers tell you what they do to attract people to their blog. You blog post is NOT done when you press Publish!

FREE – Explode Your Keywords –



http://HalePringle.com/Explode-Your-Keywords

Step-by-Step instructions on how to find thousands of potentially relevant keywords and sift through to find the ones you can potentially rank with.

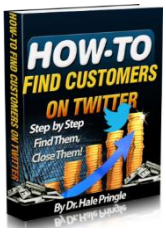
Dr. Hale Pringle

FREE - Facebook Prospecting –

http://halepringle.com/Facebook-Prospecting-offer

Follow an expert and she shows you how to find prospects, connect with them and sign them into her network marketing company.

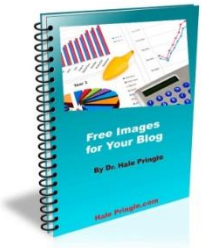
FREE – Find Customers on Twitter



http://HalePringle.com/Twitter-customers-offer

An online expert show exactly how she find, engages and closes customers on Twitter – one at a time.

FREE- Find FREE Images for your Blog



http://halepringle.com/Images-offer

Your blog posts NEED images. The Google SEO criteria expect them and you readers are much more engaged when you have them. Finding free images helps the beginning budget. Over a dozen sites are listed, along with search engines that specialize in searching across multiple free sites.

FREE - Free Tools for Internet Marketers –

http://halepringle.com/Free-Tools-offer

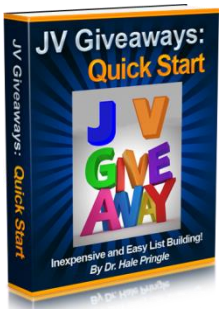
Over 50 **free** tools to make your Internet Marketing tasks easier.

FREE - Internet Marketing Tools You SHOULD Purchase.

http://halepringle.com/Paid-Tools-offer

Some tools are just worth the price. This is my list of MUST HAVE tools**.**

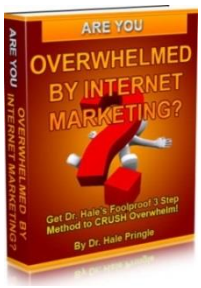
FREE – JV Giveaways: Quick Start



http://halepringle.com/jv-giveaways-quick-start-offer/

JV Giveaways are a great way to build your list. They Are inexpensive and can generate lots of traffic. IF YOU KNOW HOW TO use them. Here is an overview that will get you started quickly!

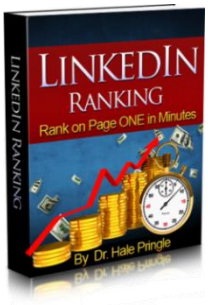
FREE – Overwhelmed by Internet Marketing?



http://HalePringle.com/Overwhelmed-offer

If you are trying to learn Internet Marketing on your own, you are undoubtedly Frustrated and Overwhelmed. There are solutions! This free report exposed WHY you are overwhelmed and how to combat it!

FREE - LinkedIn Ranking (Page One in Minutes):

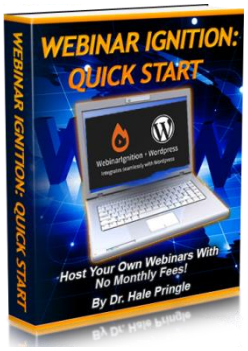


http://halepringle.com/linkedin-Ranking-offer

The SECRET to drastically improving your ranking in LinkedIn in minutes revealed! Five easy steps that you can do in minutes. See the results as soon as you are done! Amazing!

FREE Webinar Ignition: Quick Start

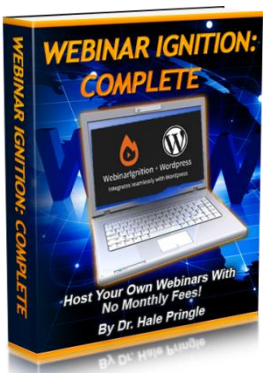
Http://HalePringle.com/Webinar-Ignition-QS-Offer



This free eBook contains a brief comparison of the Webinar Ignition Plugin and GoToWebinar plus a check list for using Webinar Ignition to host your own personal webinars. It also gives to a link to an example
Webinar where I walk you through creating a webinar. For less than $100 you can book a webinar, have a registration page, add registrants to your autoresponder lists, make free offers, automatically generate reminder emails and SMS text messages, host a webinar that can have thousands of attendees, automatically record the webinar on YouTube and have an evergreen replay (with optional countdown timer until it closes.)

Webinar Ignition: Complete

Http://HalePringle.com/Webinar-Ignition-Complete-Resource-Offer



This eBook retails for $29.99 and covers the WordPress Webinar Ignition
Plugin in depth. Screen shots walk you through the initial setup and every step of using Webinar Ignition to host your own webinars. For less than $100 you can book a webinar, have a registration page, add registrants to your autoresponder lists, make free offers, automatically generate reminder emails and SMS text messages, host a webinar that can have thousands of attendees, automatically record the webinar on YouTube and have an evergreen replay (with optional countdown timer until it closes.)

Small Reports or Tips Pages

GoDaddy Domain Purchase and NameServer settings
http://halepringle.com/GoDaddy

Creating a Static Home Page - http://halepringle.com/Static-HomePage

Adding an Image Sidebar - http://halepringle.com/Image-Sidebar

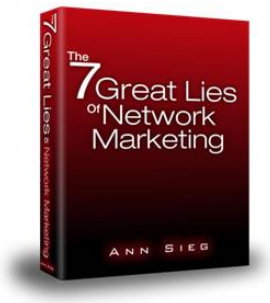
Find out how many pages are REALLY competing, Find EZine articles in your niche that have a lot of traffic and more -
http://halepringle.com/Neat-Tips

AFFILIATE LINKS

Please note: The following links are affiliate links and I will make a small profit if you purchase one of the products.

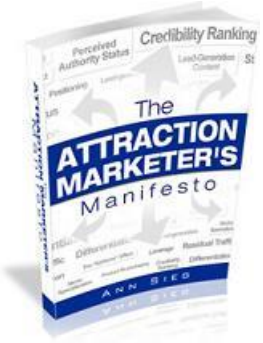
The 7 Great Lies of Network Marketing

Click for a free download. You will also be given the opportunity to purchase The Renegade Network Marketer. This is one of the most influential books ever written for online network marketers. 7 Great Lies of Network Marketing

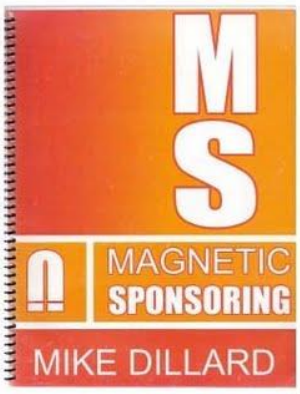


Attraction Marketer's Manifesto

Here is another free download. Again you will be given the opportunity to purchase The Renegade Network Marketer. This is one of the most influential books ever written for online network marketers. Attraction Marketer's Manifesto



Magnetic Sponsoring



HERE is another Must Read for online network marketers: Magnetic Sponsoring – the book that started "Attraction Marketing" Click here to purchase: Magnetic Sponsoring

What's Working Now

Last but not least: Here is one of the best resource sites on the Internet for online marketers. The archives contain articles on virtually any online marketing topic you care to name: Magnetic Sponsoring's - What's Working Now