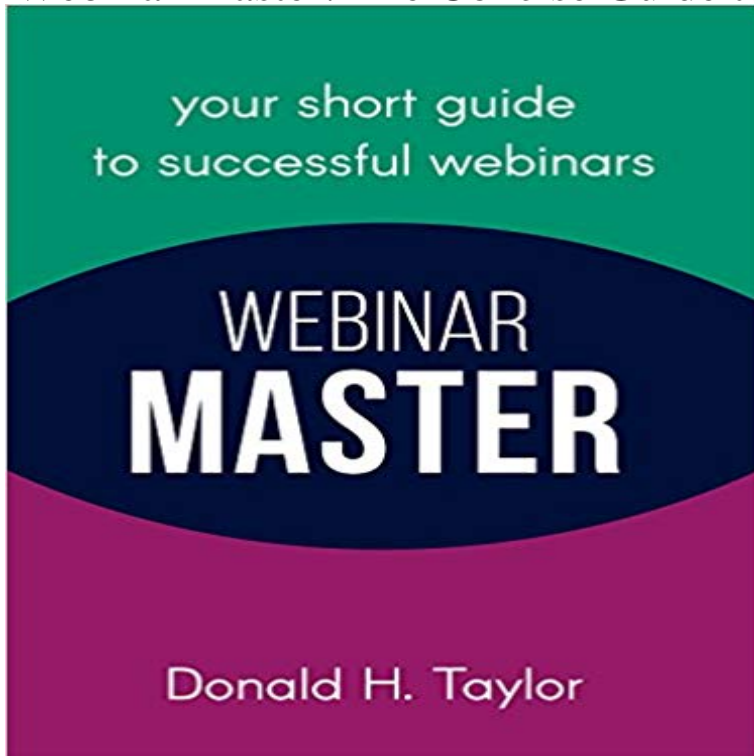


## Webinar Master: The Concise Guide to Successful Webinars



A step-by-step guide to delivering compelling online presentations from a webinar expert and coach. We've all attended dry, forgettable webinars, but few people know the secrets of truly engaging audiences online. In *Webinar Master*, Donald H. Taylor shares his methodology for delivering great webinars, consistently, distilled from his experience coaching hundreds of speakers since 2007. Taylor dissects the traps awaiting inexperienced presenters, and explains why people can't stop themselves reading, why nobody can listen well online, and why you should use images and animations carefully. He examines the impact of audience sizes, when and how to work with facilitators and hosts, and gives tips for improving your delivery, from reading poetry aloud to playing *Just a Minute*. Packed with tips, checklists, technical advice, and myriad other resources, *Webinar Master* is a one-stop guide to producing compelling, well-structured content that keeps audiences engaged. From understanding the technology, to using your voice to building rapport, this easy-to-read guide will teach you everything you need to know to run popular, interactive and useful webinars that will have your audience coming back for more.

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