

# Randall Munson

# Your Webinar **SUCKS!**<sup>TM</sup>

How to *Make*  
*Your Webinars*  
**Powerful**  
**Productive**  
**Profitable**

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# Randall Munson

Technology companies across 6 continents turn to Randall Munson to increase their sales!

**Imagine an exciting motivational speaker who's also an experienced business executive, a best-selling author, insightful teacher, and a gifted entertainer Randall Munson is all of these, delivering messages that have a powerful impact on audiences and organizations around the world.**

## **As a speaker:**

Randall's refreshing blend of inspiration and practicality, delivered with warmth, humor, and magic, has propelled him into the **Speaker Excellence Hall of Fame**. Not surprisingly, Randall has garnered more than 100 Gold Medals in the International Speaker Olympics, an IBM Award for Excellence, and is the first person named a **Distinguished Speaker**. Having spoken in more than 30 countries across 6 continents, Randall has earned the **Certified Speaking Professional** designation which has been achieved by only 7% of professional speakers in the world.

## **As an executive:**

Randal has been named one of "**The Worlds Greatest Business Mentors**". His messages stem from a rock solid business foundation: an IBM Program Manager and IBM Executive Advocate who for 20 years led IBM research and development projects with management, architecture, education, and marketing responsibilities. He also held an executive position for 5 years in the Target Corporation. Randall is listed in the **International Who's Who of Professionals**. He was the Vice President of Administration at Crossroads College and member of the Board of Directors of Hope International University. He is the founder and president of Creatively Speaking®.

## **As a best-selling author:**

Randall shares his insights from platforms around the world and through his writings in a column for an international magazine, numerous articles, the electronic magazine **Business Magic**® read by decision makers in more than 70 countries. He is the best-selling author of 9 books including **Create the Business Breakthrough You Want**, **Humor 101**, and **Creativity 102**.

## **As a teacher:**

Randall has a flair for conveying complex, abstract, and potentially dry information in a manner that's engaging and easy for the audience to grasp. IBM's highest rated instructor, he has designed and taught courses for the **IBM Advanced Business Institute**, IBM Management and Technical Education, Asia/Pacific Marketing Masters Seminars, and serves as an Adjunct Professor at the University of Wisconsin. Randall holds an M.S. degree in Computer and Information Science from the University of Minnesota.

## **As an entertainer:**

Randall's talents as a master magician, ventriloquist, and professional clown contribute to his ability to captivate audiences in any setting -- including **MGM Grand** in Las Vegas, **Ringling Brothers and Barnum & Bailey Circus**, **Walt Disney World**, and **The White House**. He has made televised appearances internationally and has been featured on major network broadcasts. Randall has won 40 national and international entertainment awards, and his likeness has been displayed in the **Clown Hall of Fame** and the **Smithsonian Institution**.



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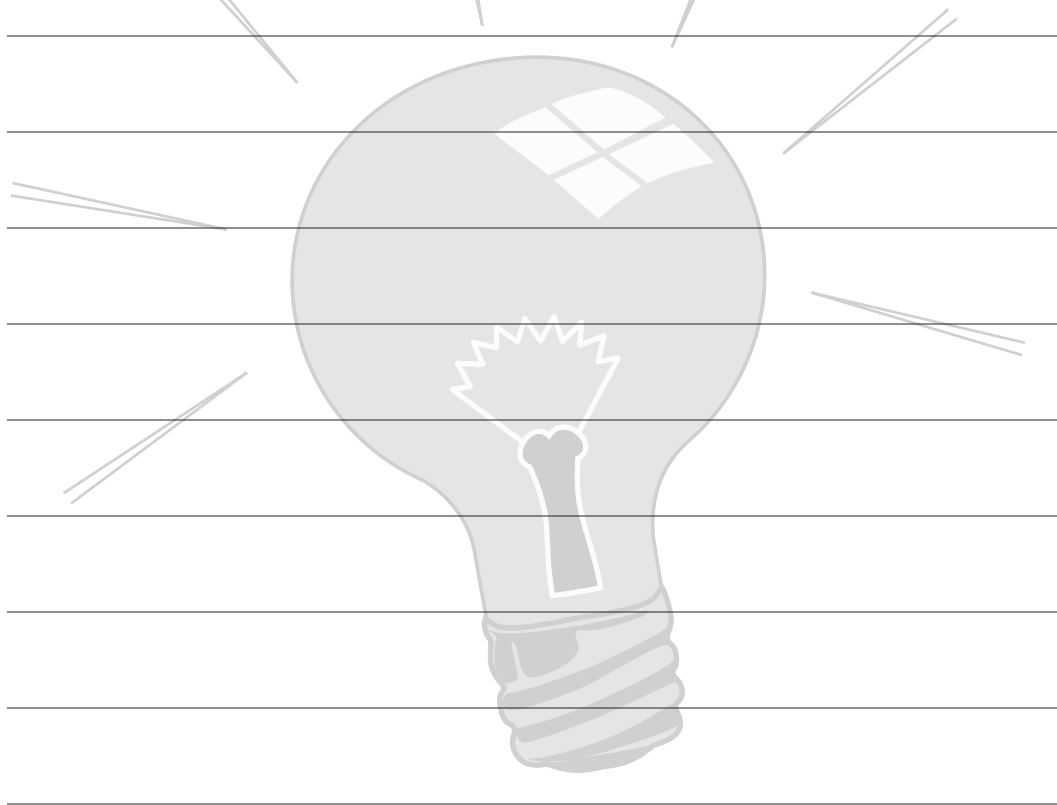


# Capture Today

If you would like a recording of today's program,  
send an email to me:  
Randall@CreativelySpeaking.com

# Ah Ha! Journal

Write it down before you forget!



# Agenda

1. Why Webinars Suck
2. Why Bother
3. How to Stop the Sucking

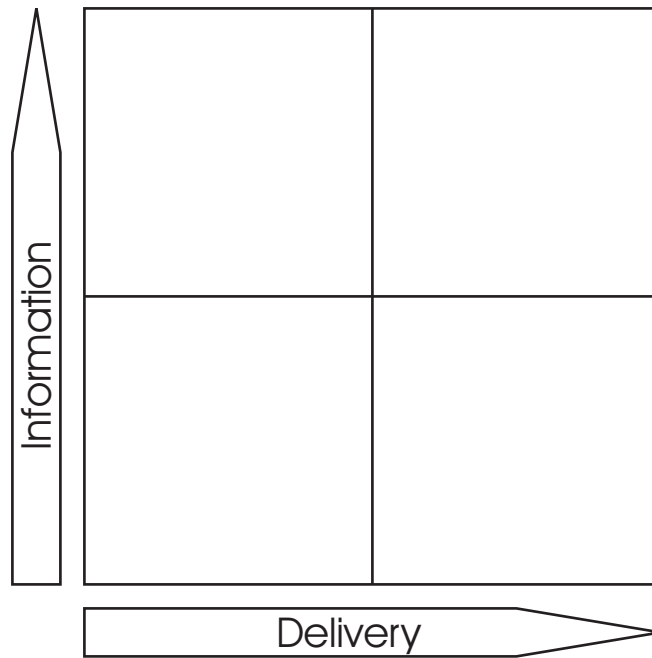


# Attributes

Great

Poor

# Value



# Advantages

In Person

In Webinar

# Webinar Paradox

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- Fresh Fish Sold Here Today



# Font Selection

Arial is an Excellent Font to use for presentations

## Serif Fonts

Serif fonts have artifacts at the end of the character points. Printed text reads better with serif fonts.

### Times New Roman

**Fx**

The Quick Brown Fox Jumps  
Over The Lazy Dog

### Garamond

**Fx**

The Quick Brown Fox Jumps  
Over The Lazy Dog

## San serif Fonts

San serif fonts do not have artifacts. They look cleaner when projected onto a screen.

### Arial

**Fx**

The Quick Brown Fox Jumps  
Over The Lazy Dog

### Futura

**Fx**

The Quick Brown Fox Jumps  
Over The Lazy Dog

To make text more legible without using a larger font size, use a font with a larger x-height (the height of its x character, as well as its a, c, e, etc.). Two fonts of the same point size can have different x-heights. Fonts with a larger x-height are easier to read.



# Top 10 Tips for Webinar Presenters

## 1. Ensure your location is quiet

Don't use the office by the noisy elevator or the guy who snores at his desk. Close the door and let others know you are not to be disturbed.

## 2. Check your computer and internet connection

This is no time for a technical glitch or a sudden blue screen of death. A fresh restart on your PC and a single open window are good ideas.

## 3. Don't use a full written script

Use phrases, drawings, and icons to serve as a reminder of what you want to say but don't use full sentences and paragraphs. This way you will talk more naturally and can look away and find your place again.

## 4. Use a hands-free telephone headset

Having your hands free will allow you to gesture with your hands and speak more naturally. A speaker phone would also allow you to use your hands but the sound quality is not usually acceptable.

## 5. Mute your microphone before you cough or clear your throat

If you have a mute switch on your headset use it.

## 6. Have a glass of water with a straw

Since you are talking and perhaps a bit nervous your mouth will become dry. Have some water handy to drink. Why a straw? It is quieter than sipping from a glass.

## 7. Stand

Your voice will usually be stronger and come across with more energy when you stand.

## 8. Talk to someone in the room.

It is difficult to talk to a blank screen. Having someone to look at and talk to will make it easier for you to sound conversational.

## 9. Talk to photos of someone

If you can't arrange for someone to talk to during your presentation try setting out photos of people. Look at the pictures and imagine you are talking to them. You always sound more natural if you talk to somebody rather than broadcasting your voice into space

## 10. Speak clearly and strongly

This is no time to mumble. Talk louder than you would in a conversation with a good friend. The attendees of your webinar may have a poor connection or a noisy environment. Speak up and pronounce your words so everyone can easily hear you without effort.



## **Randall Munson recommends the following books:**

*Sales Coach II*  
*Selling Tips FROM the Pros, FOR the Pros!*  
Featuring Randall Munson

*Create the Business Breakthrough You Want*  
Randall Munson, Brian Tracy, Mark Victor Hansen, et. al.

*Creativity 102- Randall Munson*

*Humor 101- Randall Munson*

*Why Most PowerPoint Presentations SUCK - Rick Altman*

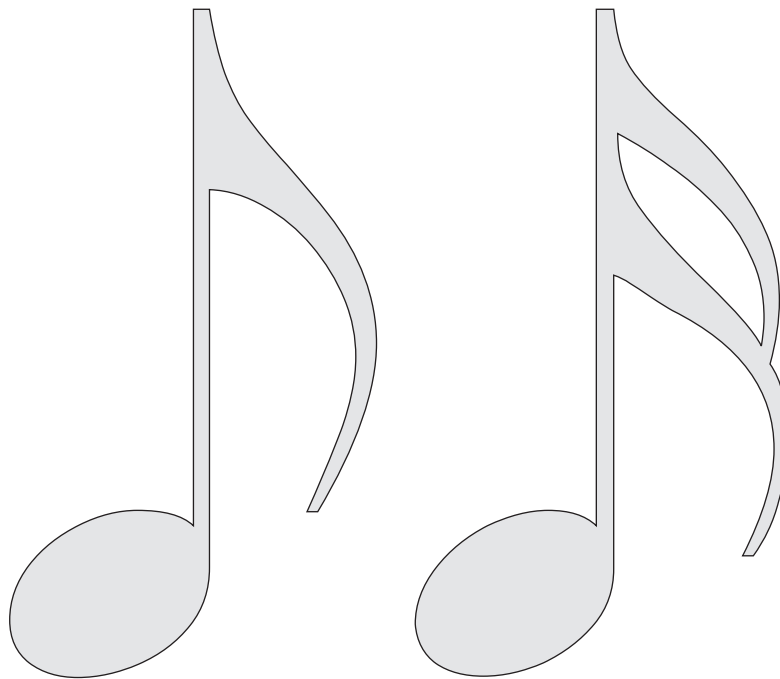
*Words That Sell - Richard Bayran*

*Secrets of Power Presentations - Peter Urs Bender*

*Never Be Boring Again - Doug Stevenson*

*Presentation Zen - Garr Reynolds*

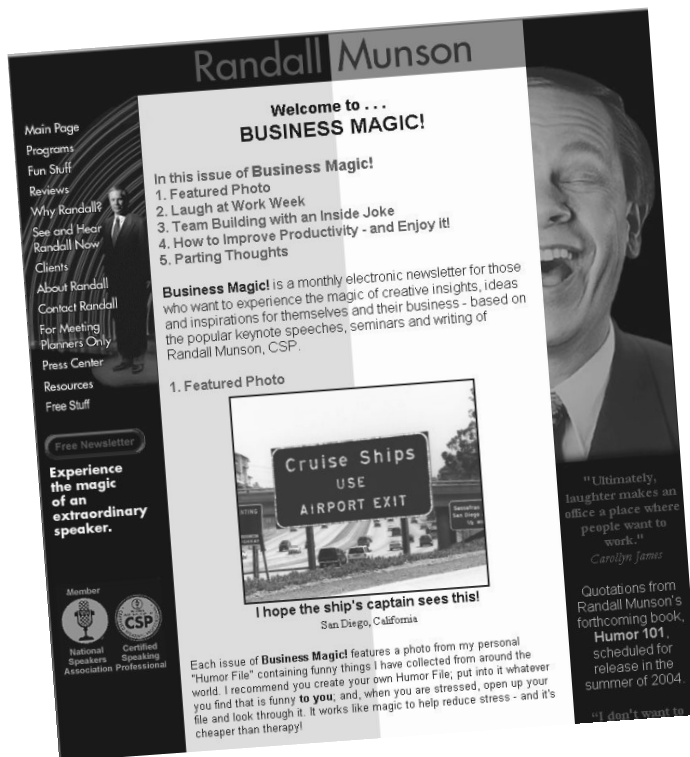
# My Personal Notes



TO LEARN MORE ABOUT GREAT WEBINARS . . .

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# **Business Magic!**<sup>®</sup>



**Business Magic!** is a free monthly electronic magazine for those who want to experience the magic of creative insights, ideas and inspirations for themselves and their business - based on the popular keynote speeches, seminars and writing of Randall Munson, Certified Speaking Professional and one of the world's greatest business mentors.

There is far more to learn about how to develop and deliver exceptional presentations. For additional tips, techniques, and great ideas, get Randall's free electronic newsletter, **Business Magic!**

Experience the magic Randall shares with leading companies to increase sales, increase profits, and make their competition disappear!

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