



How To Discover the Perfect Webinar Topic



By John Nemo

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In their landmark 2007 bestseller, “[Made to Stick](#),” Chip and Dan Heath shared “The Curse of Knowledge,” the concept that once we know something, we find it hard to imagine what it was like *not* to know it.

Or, as the Heath brothers explain, “Our knowledge has ‘cursed’ us. And it becomes difficult for us to share our knowledge with others, because we can’t readily re-create our listeners’ state of mind.”

When it comes to creating webinars that engage your audience and enable you to sell your products and services as a result, this is perhaps the biggest hurdle many presenters have to overcome.

(**Related:** [How To Set Up, Run and Make Money With Webinars.](#))

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Is Your Webinar Cursed Before it Even Begins?

This is why many webinars fail before they even begin.

Having spent thousands of hours over the past five years studying why some webinars work while others fall flat, I've come to realize that the biggest mistake many presenters make ties back to the Curse of Knowledge.

Too many presenters assume they know what their audience wants (or *should* want) to discover, and they rush ahead and build out an entire webinar based on those assumptions.

There's a saying about what happens when you just assume, isn't there?



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How To Determine the Perfect Webinar Topic

The most valuable lesson I've ever learned when it comes to how to do a webinar is a simple one – I must ask my audience what *they* want to learn!

It's a simple – and yet profound – exercise that yields incredible results.

Before I build any type a single sentence of a new online training program or webinar, I reach out to the people on my email list, social media followers and other outlets and ask them:

“What do you want to know more about [BLANK]?”

I replace the “Blank” part of the question with the topic I want to build my Webinar around.

For instance, if I want to put together a new webinar on [using LinkedIn to generate leads](#), my question will look like this:

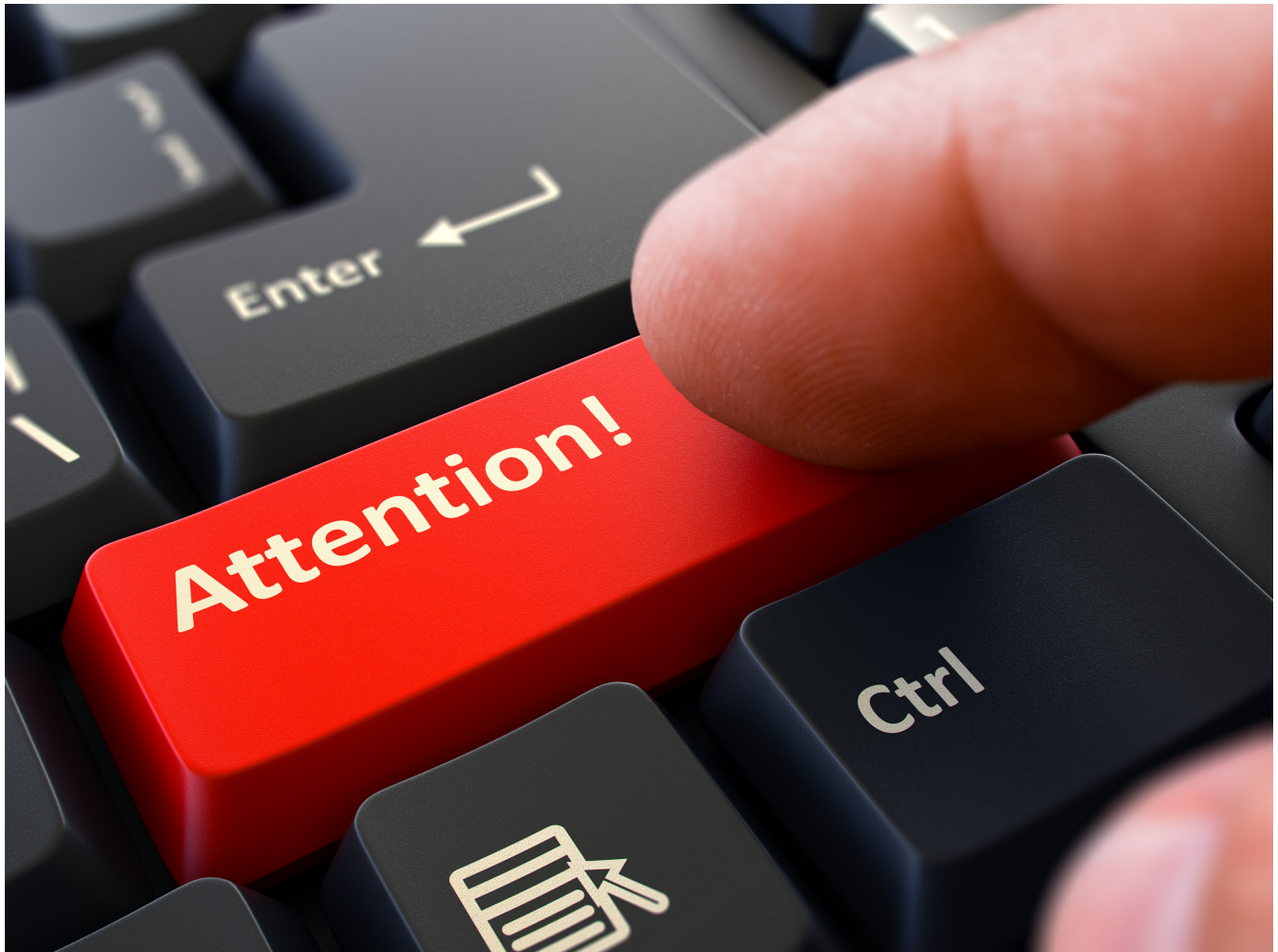
“What do you want to know more about LinkedIn?”

With that one, simple, beautiful question, I get the exact words, phrasing and pain points of my target audience before I ever spend a second building out my webinar or online training course.

(Related: [The 10 Irrefutable Laws of Successful Webinars.](#))

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All you have to do is set that question up as a simple survey on Google Forms or Survey Monkey, and then reach out to your target audience online and ask for feedback.



Ask. Listen. Respond.

Once the survey responses come in, you'll begin to see patterns emerge. With a tool like Google Forms or Survey Monkey, you can even sort all the responses inside of a spreadsheet, identifying common words or phrases and analyzing the data.

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More important, people will tell you where they're at with your topic, what they need the most help with and what they want to learn about.

Often, it will be far more basic and simple than you'd imagined. This is critical to understand, because it helps you shape the content for your webinar and ensures you won't fall prey to the Curse of Knowledge.

(**Watch: [How To Set Up a Successful Webinar.](#)**)

In addition, you can utilize the language from the survey responses as part of your online copywriting and webinar content, using the exact words, phrases and statements your survey respondents do.

This helps people realize *your* webinar is exactly what they're looking for, because it's using their exact language and promising to answer their most pressing questions.

It's one little question, but it has an incredible impact on the effectiveness of your webinars!

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Meet The Author

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Hello! My name is John Nemo, and I'm so glad you're here!

For the past five years, I've spent thousands of hours studying (and perfecting) how to create wildly successful webinars.

I'm the Creator of "[Webinars That Work](#)," a simple, step-by-step system that shows you how to sell your products and services online using webinars.



Webinars *that* **WORK**

I've spent the past few years building a 6 figure business using webinars, including making 50 sales of a \$1,500.00 USD product over the past 60 days without having to spend a single moment online.

Here's some of what I've discovered:

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Meet The Author

- The best, easiest and most reliable platforms and software to use.
- How to structure wildly successful webinars.
- The best programs, tech and tools to use.
- How to choose the PERFECT webinar topic.
- The ideal length for live and automated webinars.
- How to attract the ideal audience for your webinars.
- The Essential Elements of a Successful Webinar Signup Page.
- How to Maximize Audience Engagement on Webinars.
- How to Sell on Webinars. (Secrets to High-Converting Webinars)

If that sounds like what you're looking for, then you're definitely in the right place!

Make sure you check out my free online training session below:

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