

This is the eCourse. I’ve added the Table of Contents for your convenience so that you can see the days and subjects per day.

Creating & Using Live Demos eCourse

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# Email 1: How often should you have live demos?

**Subject: How often should you have live demos?**

Dear [Name],

Live demos provide a great way to interact with and educate potential customers. However, can you go overboard?

As long as you are reasonable, you really can't go wrong with how many live demos you have. In other words, you should have live demos as often as possible.

However, if you struggle to get an audience and most of your presentations run without anyone watching, then it might be a better idea to pull back. Live demos should be focused around your audience and if no one is showing up, you need to look into creating a better marketing strategy. On the other hand, if you don't struggle with getting viewers, then this is another indication to keep having the live demos.

The following are great times to host live demos:

1. **When New Products Arrive –** Your customers and potential new customers need to know you made a new product. This is the best time to host a live demo. Always prepare for a live demo anytime you make a new product.
2. **When Common Questions Arise –** Take notice of common questions that keep coming up. This is a clear indication that the current material you have is not up to par. Don't let your users continue to struggle to understand your product. Host a live demo to answer these questions.
3. **When New Customers, Clients or Employees Come on Board –** Use this chance to interact with new customers, clients, or even new employees. Making sure your new users understand your product is critical in the beginning. People don't like to struggle and will likely put it down if it’s too much to understand. Live demos can be made private and are a great way to boost customer service and stand out against your competition.

Don't be afraid to try different things. It will be evident if your live demos are hurting you more than helping. The best demos are the ones you host because your audience asked for them and needed help. If no one is asking and you don't have any new products, look out for other ways to engage with your audience. It will likely be more effective in the long run.

Next time, we’re going to look at how to create a killer introduction for your live demo.

[Sign off]

# Email 2: Four tips on creating a killer introduction

**Subject: Four tips on creating a killer introduction**

Dear [Name],

The first few minutes of your presentation are the most important. The introduction is what keeps people interested. Most people are busy these days. They also don't have great attention spans, so it is essential to use your introduction time wisely.

Here are four tips on creating a killer introduction:

1. **Summarize What You Plan to Present –** Let the audience know right away what you plan to show or discuss. Be sure to include the benefits as to why this information or live demo is important enough for them to stay and use their time.
2. **Tell a Story –** To make a truly memorable presentation, wrap the details and features or main idea you want to present to your audience with a story. Stories keep people engaged, and they become naturally interested to hear more.

Stories make the product or company feel more personal as well. The audience wants to relate to you, so help them.People get bored of the same old presentation of pointing at key features, even if it would help them. They want to be entertained and see how easily the product can help; telling a story provides that opportunity. It gives you a chance to be creative as well as relatable.

1. **Outline the Problem –** Start your demo by highlighting the problem that your audience is familiar with. List the reasons why this is important and even what the consequences could be for your audience if they don't solve this problem. The key to any successful company is that they fix their target audience’s fundamental problems or make their lives easier in some way.
2. **Have a Positive and Excited Attitude –** Ensure you know what you are presenting and feel good about the product. Sitting through a boring monotone presentation is the worst thing that can happen. The audience will be wondering why the presenter doesn't seem to enjoy the product. If one of their employees doesn't like it, it surely doesn't do what they say it does.

Remember, your introduction is one of these most important parts of your live demonstration. This is because people get bored fast and need to see the value immediately before using their time, as they see it, more wisely.

A live demo needs a call to action. In our next email, we’ll look at five calls to action that really work.

[Sign off]

# Email 3: Live demo call to actions that work

**Subject: Live demo call to actions that work**

Dear [Name],

A call to action is a vital detail to any live presentation. Merely asking your audience to perform a simple task can increase your conversions.

The following are five calls to action you can add to your next live demo:

1. **Ask Them a Question and Ask for Feedback–** Ask them questions throughout your presentation. It keeps your audience involved and engaged. Make sure to also ask for feedback at the end of your presentation by providing a form to them to fill out. Send the form via email, which you collect at the end of the presentation. If they only have to provide an email address, they will likely do it.
2. **Invite Them to Follow, Subscribe or Click a link –** If you are hosting your live demo on YouTube, Facebook, or any other social media platform, ask them to like, follow, or subscribe before starting the presentation and after it is over. A simple click of the button for your audience means more chances to advertise to them later.
3. **Email Questions –** At the end of the presentation, ask your audience to email you questions. You could do a short Q and A but getting their email address for later is an excellent way to increase your mailing list. It also gives your audience time to think about what they learned, and maybe they will think of a better question later. However, be sure to ask for their email address and send them a form. Never wait for them to contact you.
4. **Enter Giveaways –** Let your audience enter a giveaway at the end of the presentation. Maybe you could offer a free trial period or other product in exchange for their email address.
5. **Discounts or Free Products to Get Started –** Offer a chance to receive a free product or discount throughout your presentation. Tell them that you are saving the best discounts or free products till last. Let them know that if they stay until the end of the presentation, you'll have even better deals.

It is important to always end your presentation with a call to action. Design them to achieve your marketing goals. If you want more subscribers, ask them verbally. If you need to grow your email address, give a discount or free trial offer. Calls to action increase conversions, so don't ignore this no matter how easy or silly it may seem.

In our next email, we’ll give some tips on how to avoid being boring in your live demos and ensure your visitors stay until the end.

[Sign off]

# Email 4: Tips on how to avoid being boring

**Subject: Tips on how to avoid being boring**

Dear [Name],

A common struggle for live demonstrations, especially through webinars, is to keep the audience's attention and prevent them from being bored. Boring presentations won't provide the conversions you are looking for, so it's important to have an excellent demo.

Here are five tips on how to avoid being boring:

1. **Have a Good Introduction –** Spend time developing a powerful introduction that draws in customers and keeps them compelled to learn more. Ask your audience thought-provoking questions, lead them down a customer success story, or tell a personal story about yourself. Be sure to introduce yourself, the company, and what problem or problems that product or service will solve.
2. **Use More Visuals –** Don't just sit there and talk or list bullet points of information. Provide beautiful, eye-catching and relevant visuals to keep your audience engaged. Humans crave and remember visual information, so use it to your advantage.
3. **Include the Audience –** Get the audience involved and active. If possible, have them use the product for themselves or ask them questions to keep them engaged. Keeping them engaged prevents boredom, while also adding more value to the content.
4. **Use Real-Life Examples and Testimonials –** Adding real-life examples and testimonials from those who use your product instills trust within your audience. A company can say multiple times a day that they develop the best product, but if there is no proof to showcase, you are unlikely to develop any trust.

The more you show people outside of your organization, the more the audience can see that you clearly understand them and their problems, gaining more trust and credibility to your brand.

1. **Use Humor –** Everyone likes to laugh, and it helps keep the audience engaged. Research shows that adding humor even makes a demo more memorable, as long as you use the right humor for your niche.

The next time you prepare for your next live demo, keep these tips in mind. The more engaged your audience is, the less boring your presentation will be. Get them involved by telling a story, making a funny joke, or by having eye-catching visuals and more.

We’ll look in more detail at using humor in our next email.

[Sign off]

# Email 5: Using humor in your live demo

**Subject: Using humor in your live demo**

Dear [Name],

Live demonstrations are important to influence your audience to do something. To accomplish this, you'll need to have a differentiating factor to keep the audience entertained. Humor is a highly effective way to accomplish this.

Humor provides many benefits to the presentation, including:

* Makes it more memorable
* Creates a bond with the audience
* Keeps the audience engaged
* Relaxes the audience and builds trust

Here is how to add more humor to your live demos:

* **Make It Personal –** Make sure your jokes are not using your audience as the main source to laugh at. It's better to make fun of yourself or something that can't get their feelings hurt. Laugh at yourself or bring up an old story when you were younger but learned something relevant to your presentation. Please don't call out someone in the audience and make fun of them. That is not humor.
* **Understand Your Audience Fully –** Be sure you know who you are presenting to. If you have a great product, then you already created your buyer personas and should know this. This is important so you can match their body language for better communication. It will also help you gain a better understanding of things they find funny, and not.
* **It's More Than Just Words –** What you say isn't the only part of being humorous. The tone you speak in and your body language are just as important as what you say, if not more. If you say all your jokes in a monotone voice, unless it makes sense to the joke people may not get it.

Match your tone, speed of speech, and body language to the joke. For example, say some words faster or slower or put a robust emphasis on one word. Give your audience a funny look, raise your eyebrows, or laugh at yourself.

Always find time to practice and remember not to force it. The best jokes are natural and in the moment. Learn everything you can about your audience, use more than just words to add humor, and keep it personal.

Next time, we’ll look at how to make use of interviews in your live demos.

[Sign off]

# Email 6: Using interviews in your live demo

**Subject: Using interviews in your live demo**

Dear [Name],

You’ll want to include interviews from your customers, businesses in similar niches or blogs, and influencers interested in your products. Incorporating interviews in your live demos can be a great way to increase your audience's interest, boost engagement, and further influence them.

Here are the many reasons interviews are an excellent idea to add to your live demo presentations.

* **Builds Trust –** Involving people outside of the organization or presentation builds trust with the audience. Audiences feel connected with the interviewee more because they don't have as much affiliation with the company or organization as the presenter does.
* **Provides More Problem-Solving Details –** The interviewee can provide a different perspective on how to solve the audience's problems. Hopefully, your product solved their exact problem, and that is why they are there. This is important because they can provide the best details for the audience since they are most alike.
* **Improves Your Marketing Strategy –** Incorporating interviews in your live demo is an effective way to connect with other businesses. This is a popular strategy known well on YouTube. Many content creators will collaborate in the hopes that a part of the other YouTuber’s audience will become theirs and vice versa. Interviews are an effective way to grow your audience and get your product or presentation out there.
* **Unforgettable and Entertaining –** As long as you pick the right people to interview, it can be entertaining and unforgettable to the audience. It's easier to remember and stay engaged if more people or forms of entertainment are involved in the demo.

In other words, interviews in your live demos keep your audience interested and provide a great opportunity to grow your audience. Reach out to people you know in the industry and see if they will partner today. Live demos can be fun for you, and the audience will also value live interviews.

Another great thing to include in your live demo is customer testimonials. We’ll look at that next time.

[Sign off]

# Email 7: Using customer testimonials in your live demo

**Subject: Using customer testimonials in your live demo**

Dear [Name],

If you don't have customer testimonials added to your live demos, you are missing out. There many reasons why successful demonstrators choose to do this. Customer testimonials provide value to your company and audience in many different ways.

Here are the key reasons why you should add customer testimonials to your live demo:

* **Makes Your Words More Trustworthy –** No company will present to the audience why they hate their products. Obviously, anything they say is going to be positive. Your audience is always going to be skeptical due to this. Showing real customer testimonials helps shift this skepticism.
* **Provides Social Proof** **–** It shows your audience that you have customers that use and benefit from your products –further gaining the support and trust of the audience.
* **It's Entertaining –** Adding customer testimonials keeps the audience interested. Instead of just focusing on the product or keeping the camera on one subject, it is better to move around. If the customer can speak live, that would make the performance even better.
* **Provides a Different Perspective –** Everyone knows the employees or the presenter of the product "love" the product. Therefore, it is tough to trust what the presenter is saying. Adding customer testimonials to the live demo puts a different perspective on this. The testimonials have used and paid for the product and probably have different reasons as to why they love the product – creating further connections with the audience.

It's important to remember to use real customer testimonials. Don't use fake ones, hire someone, or use large incentives to get them to do it. Audiences can tell when something isn't genuine, and the point is to connect with the customer in a way that is impossible for you as the company representative or presenter.

Find customer testimonials that highlight the problem you plan to present in the demonstration. If you don't have any, there are many ways to ask without incentivizing them. Email your long-term customers and ask them. Make it easy; have a one-question email with a box that allows them to say what they want. If you love their answer, see if they will allow you to use their picture or get more involved. If you have a great product, you never know what loyal customers will do for you.

Next time, we’re going to focus on the power of storytelling in live demos.

[Sign off]

# Email 8: Why storytelling is so effective in live demos

**Subject: Why storytelling is so effective in live demos**

Dear [Name],

Storytelling is compelling and powerful in live demos and almost all other presentations. If you want to engage, influence, and connect with your audience, then you need to tell them a story.

Here is why storytelling is so effective in live demos:

**Forms a Connection**

Storytelling is a powerful way to make a connection or bond with your audience. This form of connection is familiar to people, which makes them feel comfortable. The more comfortable they are, the more trustworthy you become too.

**It's Memorable**

After your live demo is over, hopefully your audience will remember what they just learned. This is how telling a story within your presentation is so powerful. People can remember better if they can relate it back to something in particular, and if the story's exciting or shocking, it'll perform even better.

**Works for Almost Anyone**

Everyone has their own learning style; visual, auditory, and kinesthetic. The powerful thing about storytelling is that all three types of learning styles benefit in some way. For example, the words for storytelling sparks images for visual learners to follow along in their mind; auditory learners listen to the words, and kinesthetic learners feel and remember the emotional connections and the feelings it gave them while you presented the story.

**Provides More Ability to Influence**

Standing there, showing off the best details about your product and showing how it works doesn't always influence people to buy the product. There are so many competitors these days, and maybe they have seen it all before.

Storytelling provides you with the opportunity to influence them to purchase by getting them to connect through a common problem and then showing how to solve it. The point of any presentation is influencing your audience to do something most often to gain sales for your company.

Stories that naturally interest people are memorable, and they work for all learning styles. The most important thing is that it gives you a better chance to influence your audience. If your live demo isn't memorable or influences your audience to do something, you won't be successful.

How do you create live demos on a budget? We’ll look at this in the next email.

[Sign off]

# Email 9: Creating live demos on a budget

**Subject: Creating live demos on a budget**

Dear [Name],

Live demos are a great way to grow your audience, increase your conversation rate, and make more sales for your company. While having a larger budget would make this process more straightforward, it is not necessary. You really can create demos with a small budget.

Here are a few ways to produce live demos on a budget:

**Use Free Software and Platforms**

Most platforms these days are free to use. You can go live on Facebook, Instagram, Twitch, and YouTube for free. Keep in mind each platform has different requirements. If you are new, it is probably best to start with Facebook or Instagram as they are easier to reach people. Use free webinar software like Zoom where you can host a 40-minute presentation with up to 100 people.

**Use Your Cell Phone and Other Equipment You Already Have**

These days, cell phones have great cameras and free applications that make filming and editing easy to do. Many platforms even allow you to go live smoothly. Pre-film a video of the most important details you want to present and then go live on your phone and share it that way instead.

**Make It Simple**

The best presentations don't always end in fireworks. You can make your presentations simple and still wow the audience. Before you go live, ask through social media, email marketing, or other ways to reach your audience what they want to see the most. Then design your presentation around this. You can do that without fancy applications and equipment. Giving your audience what they want is all you need to do.

**Ask for Help**

If you would like to add a little more to your presentation, ask for help. See if there are customers or other people who would be willing to do an interview live. Collaborate with a local business that works in a similar niche to yours. Ask your most loyal customers to submit customer testimonials. Interviews, collaborations, and customer testimonials are a great low-budget way to spruce up your presentation.

You could even ask your friends and family for help. Maybe there is an artist among the group who would be willing to donate some time to help further your goals.

When creating a live demo on a budget, you need to utilize what you have and all the free programs, software, and other available things. Don't be afraid or hesitate to ask. If you have a great product, company, or organization, people will want to help you.

Once you have your live demo completed, you can use it to take your content further. We’ll look at that next time.

[Sign off]

# Email 10: How to take content further using your live demo

**Subject: How to take content further using your live demo**

Dear [Name],

Live demos provide a lot of value to many companies and organizations. It helps engage and grow their audiences and sales revenues. This is why it's important to have live demos, and there are ways to take the content further to benefit even more.

The following are a few ideas for using the content you create.

**Host Separate Q and A and Other Live Content**

After each live demo, let your audience know that you plan to host a separate Q and A where they can answer more in-depth questions. Find and create other content to host live with your new audience. See what other problems they have and how you can help them that way too. People love to be social and engaged; going live beyond product demonstrations is a great way to do this.

**Convert Common Questions into an FAQ Page**

At the end of your live demo, your audience will usually have a lot of questions. While you answer these questions, be sure to record the questions and your answers. This content can be repurposed for your website, social media platforms, and email campaign.

Asking people for questions is important because it gives you a direct insight into what your presentation might be missing, or issues your customers are struggling with.

**Edit for Instagram, YouTube, and Other Platforms**

Just because the presentation was live doesn't mean it can't be used again to incentivize other people. Each live demo can be repurposed and redesigned to be used on other social media platforms. Put the full unedited demonstrations on YouTube and then take the best moments and highlight then on Instagram and Facebook. Portions of the presentation can be broken down into a weekly or daily email marketing campaign to educate new or current customers more.

Don't stop just at the live performance. Take your live demo content further by repurposing it for different platforms. The value doesn't come just because the demo is live. The value comes from engaging with and solving your audience's problems. The more content you can share, the more you can grow your audience and get your product or mission out there.

[Sign off]