How to Save Half the Time You Spend Watching Webinars … and Learn More from them

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How to Save Half the Time You Spend Watching Webinars

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Introduction

Webinars are a great source of useful free information.

But they also waste a great deal of your most valuable resource – your TIME

How often have you started watching a webinar scheduled to last an hour – only to find it's still dragging on a couple of hours later?

Maybe you were you were given a teaser or two of what you really wanted to find out?
Then two hours later find yourself hanging on wondering if you missed something useful that might just be coming up?
Or waiting for a sales pitch to end so you can find out the price?

Discover how to avoid wasting your time at webinars but still get all the really useful benefit from them.

Recording Webinars

The easiest way to avoid wasting time on webinars is to record them.

Then you can easily skip the fluff and spend time watching and re-watching the parts you really want to learn more about.

PC Screen Recorders vary in price and performance from completely free $0 to $hundreds.
Here are a selection you can choose from:

1.   **Camstudio $0**
     Camstudio is a popular open source freeware program.
     Worth a try if you don't want to spend $ - but I gave up trying to get it working on my PC.
     So be prepared to invest 'tinker time'.

2.   **ZD Recorder $39 per PC**
     ZD recorder is a simple reliable PC screen recorder offering simple Start / Pause / Stop controls – just like a TV remote.
     Quick and easy to use and very reliable.

3.   **Boilsoft Screen Recorder $49 for your Laptop & Desktops**
     Boilsoft Screen Recorder provides similar features and performance to ZD Recorder but their license allows use on more than one PC making it moiré cost effective if you want to use it on a desktop and your laptop.
     Boilsoft also offer a wide range of video editing software.
     The most useful one is their Video Splitter.
     This allows you to almost instantly cut parts from your webinars video.

4.   **Camtasia Studio $299**
     Camtasia Studio is a comprehensive suite of video capture and editing tools.
     Expensive but good value if you want to create or edit videos or their sound tracks.
     This is one piece of software I wouldn't be without, but I always use a simpler recorder with only the start / pause / stop buttons to recording webinars.

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Tips for Recording Your Webinars

Video recording needs lots of your PC resources – memory, storage and processing power.
To reduce these burdens, aim to capture the details you want but keep the quantity of data recorded to a minimumby:

1. Full screen or window?
    Start off recording full screen so that:
*   You don't miss anything
*   If presenters change your webinar window size may change
*   You record the maximum detail- such as displayed browser urls

2. Close down other applications whilst recording:
    To avoid recording unwanted sounds or pop-ups
    Especially make sure:
*   Skype is off or silent
*   You aren't logged into email – outlook or thunderbird
*   Other web pages are closed – especially any with video or dynamic content that can change, such as news sites.

3. Recorder Setup
    Most screen recorders allow you to edit settings.
    To keep the video file size down:
*   Record in mono
*   Record audio at a low bit rate – say 64k or 128k bps
*   Record audio at a low sample rate – say 22k bps
*   Record video at low frames per second – say 5 fps
*   If your PC is fast enough, enable video compression – record in MP4 format
*
4. Recording Sound Level
    Your PC audio sound level control will most likely determine the level of audio using your screen recorder.
    It's best to make one or more trial recording to find the best settings – changing levels during a recording will be very irritating if you later decide to create MP3 audio files.

You can expect then video files sizes to be around 150Mb per hour of recording time rather than 1Gb for films.

Watching Webinars

Webinars are usually presented in 3 distinct parts:
1. Introduction
2. Main useful content
3. The sales presentation and justification

Saving Time Watching Webinar Introductions

A typical webinar introduction often includes a lot of time spent by the presenter validating their expertise – why you should listen to what they have to say and maybe examples of how they moved from where you are today to where you hope to be very soon.

Many webinars I have attended include at least five or ten minutes where the presenters ask if everything is working OK and maybe find out where attendees live.

Once you have decided to watch any webinars, why bother watching or listening to the introductory padding?
Why not make up your own mind about their expertise and the value of the webinars, by jumping straight into the main content?
Then decide if you want to spend listening to the introduction.

Using the slider on your video player to skip introductory fluff or replaying the introduction at high speed can typically save you 5 to 20 minutes.

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Saving Time Watching the Main Content of Webinars

Most people can think at least 5 times faster than they can talk or listen to others – so make use of this by watching your webinar recordings at a higher speed.

Personally, I find replaying webinar recordings between 1.6 and 1.7 times normal speed is very comfortable.

Even doubling replay speed means sounds increase by only one octave – remaining fully intelligible.

Videolan give away their VLC player for free – although you can give them a donation.
VLC allows you to replay your video recordings at finely controlled speeds with changes in 0.1x steps at the click of a button.
So why not experiment and find out the replay speed that you are most comfortable with?

Typical time saving 40%

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If and When to Watch the Webinar Sales Pitch

It's a well known sales technique to create scarcity and an urgent to 'buy now'

The reality is that you'll miss out on very few real offers by not buying anything right away.

You may miss out on the occasional low value 'early bird bonus' – but will probably save far more $ taking your time thinking about the real value of what you are thinking of buying.

Why not take the time to check out what others think of the product or service using Facebook or Google – and what the going rate is?

For example:
- If your webinars has shown you how to do something and the offer is a product or service to automate the process – why not first see if it works?
- Personally I would steer well clear of anything offering 'push button' results unless you are very clear what it is doing and how it works.

Typically less than 1% of visitors to any website buy something – but this might rise to 5% for a targeted webinars audience.

My experience of webinars is that the higher the price tag, the more time spent on the sales pitch.

This might be 30 minutes for a $97 product to 90 minutes for a $999 product (justifying how it's actually really worth anywhere from $4,999 to $64,999) Time you can save unless you decide to consider buying.

If you are typical and don't buy on most of the webinars you watch – you can typically save between 20 – 60% of your time by simply skipping the sales chat.

BUT by recording webinars, you'll still have all the details available to check out in the rare situation when you do decide you want to buy.

Learning from Webinar Content

Learning anything new takes time and repetition.

> "tell me how to do something - and I'll forget"
> "show me how to do something - and I'll remember"
> "help me do something – and I'll understand"

That's why mentors and coaches are best – if you can afford them!
Many webinars do show you how to do things – that helps you to remember, but rarely brings understanding to the level of the teacher.

After attending and watching hundreds of webinars, I've discovered many contain useful content – but I simply could never really understand what it was very quickly.
It's fairly easy to get a good understanding of basics quite quickly – but often the real value lies in the detail.
And it takes me anything from 5 to 50 times re-listening to valuable content to really understand it.

I'm often surprised how 'something clicks' and I suddenly understand something new from recordings I have listened to countless times before.

Watching webinars or recordings takes your time but listening on an MP3 player doesn't.
Creating MP3 audio files from your webinars recordings then lets you re-listen when you are out walking, in the car or on a bus, train or plane.

First check out the useful content of webinars by watching the video recording at 1.7 x normal speed.
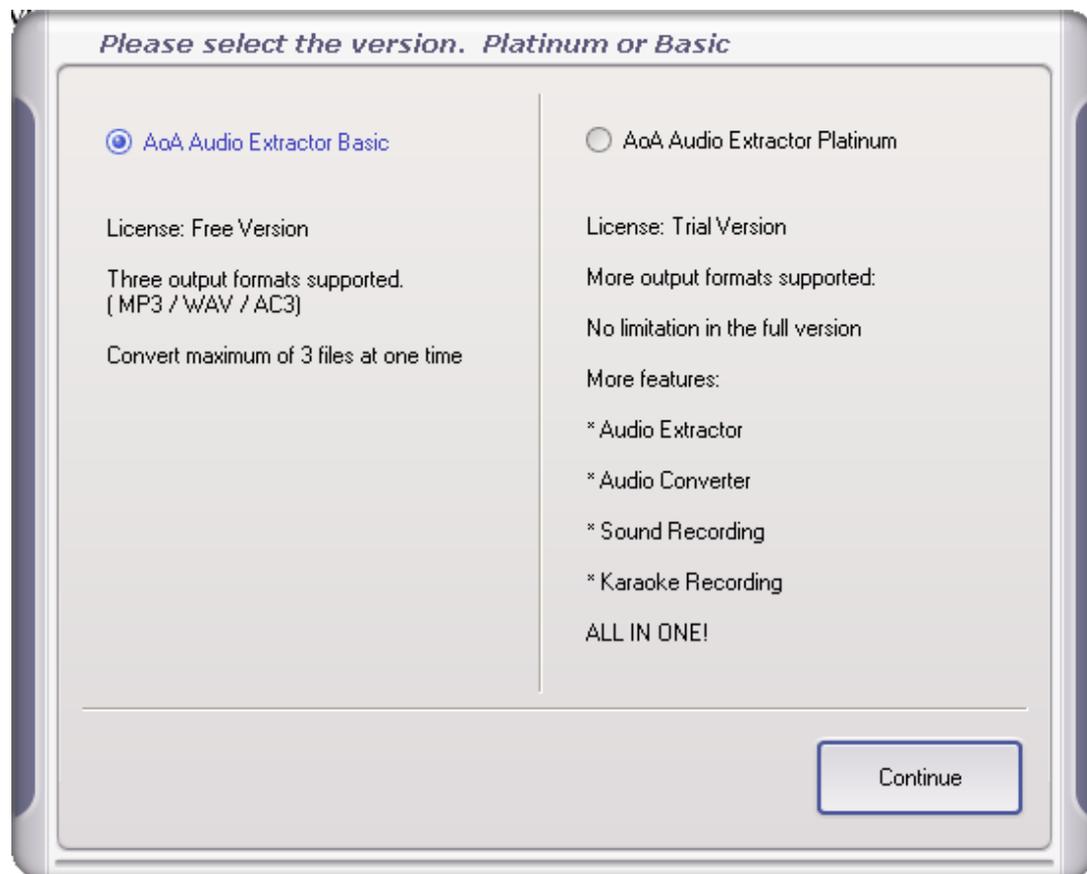
That should help you decide if it's worth your time creating MP3 audios for repetitive listening to help you more easily learn and understand the content.

How to Create Webinar MP3 Audio Files

There are lots of free tools available to convert files from Video to MP3 format.

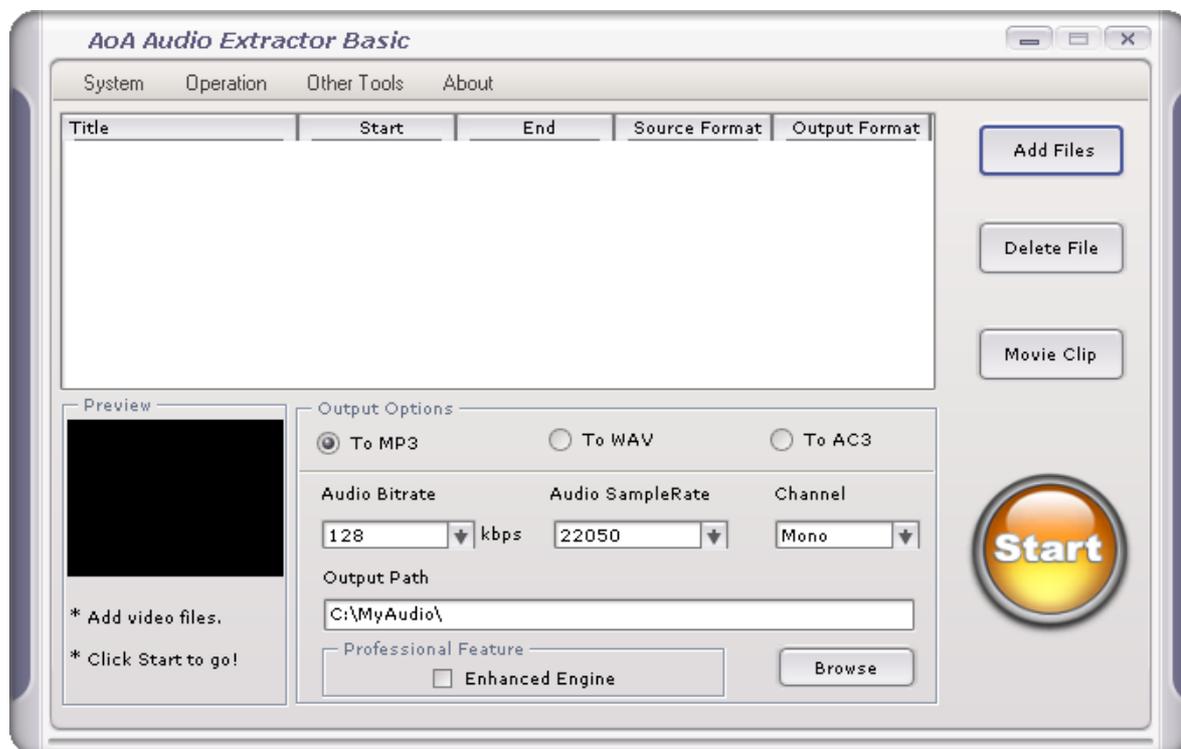The one I use is the free version of AoA audio extractor

Just select the "AoA Audio Extractor Basic" button before continuing.

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This program then lets you drag and drop video files into a window before you click the start button to create your MP3 files.

It is possible and very easy to set up redirects on your server – but this has one big disadvantage: time and effort if you need to change servers.
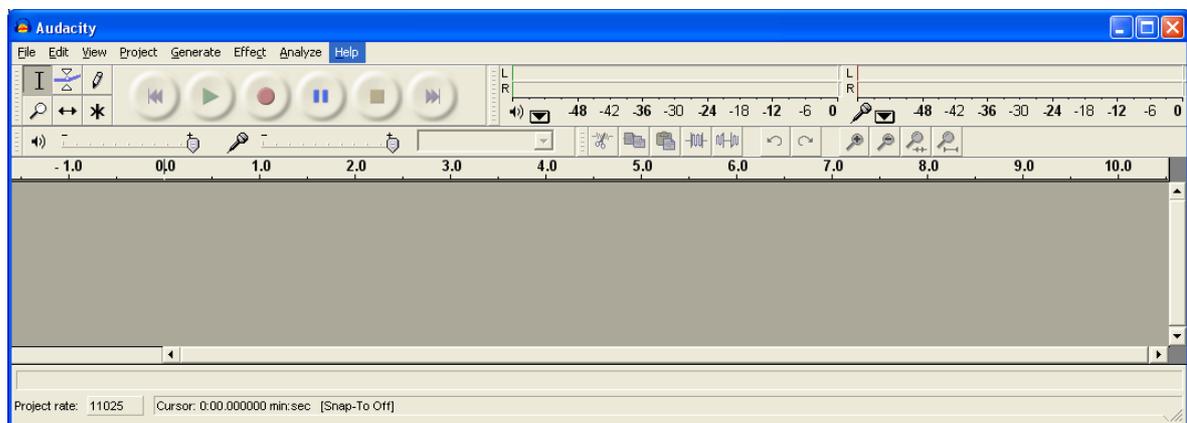
How to Edit Webinar MP3 Audio Files

The easiest way to edit your webinars audio is by editing the video files –
if you have invested in Boilsoft Video Splitter or Camtasia Studio
That way you can easily see on the video which parts you want to keep or
extract audio for – either in big chunks, or smaller sections.

A free alternative option is to use [Audacity](http://audacity) to edit MP3 files you have
extracted from your video recording.
Audacity will allow you chop audio files into parts and change the
recorded sound levels.

To save time finding exactly where to cut your audio:
1.	Watch video to easily find and note the times you want to make cuts
2.	Create MP3 audio file from your video
3.	Load your MP3 file into Audacity
4.	Start cutting chunks from your MP3 file – starting at the end
5.	Save the chunks of Audio you want to keep using Audacity

How to Save Half the Time You Spend Watching Webinars

Summary

How To Save Time Watching Webinars

1.   Choose and install Screen Recorder software on your PC
2.   Record webinars using your screen recorder rather than watching them.
3.   Install VLC video player software on your PC – or an alternative player than allows fine control of playback speed
4.   Watch webinars content at 1.6 to 1.7time normal speed – missing out beginning introductory and ending sales content.

This process can be used not only for webinars, but also for videos.
I save hours of wasted time not watching videos from links that are emailed to me promising great content.

It's particularly useful when creators deliberately remove any time markers – so I don't know if a video will last a couple of minutes or a couple of hours!

Even now, I'm recording a streaming video that's 30 minutes in and the presenter is STILL talking about examples of how somebody has made lots of money in next to no time using clickbank – a complete waste of my time!
The only reason I will check out the real content, once it's finished, is because it was emailed from somebody who usually provides useful information.

How To Learn from Webinars

1.   Watch recorded webinars training content video at 1.6 times normal speed – missing out introductory fluff and sales promotion.
2.   Convert the video to audio MP3 format.
3.   Repeatedly listen to the MP3's during 'dead time' – such as when you are travelling.

'when the student is ready, the teacher will appear'

You may first need to understand one something before another part of a webinars becomes clear.
Hence repeatedly listening is essential, not only learning. but also for gaining real understanding.

Resources

Screen recorders

Free Camstudio $0
  Camstudio

ZD Recorder $39 per PC
  ZD recorder

Boilsoft Screen Recorder $49
  Boilsoft Screen Recorder

Camtasia Studio $299
  Camtasia Studio

Video Player with allowing fine adjustment of Replay Speed

VLC player
  Videolan

Video to MP3 File Converter

AoA audio extractor $0
  AoA audio extractor

MP3 Audio Editor

Audacity $0
  Audacity