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# LIVE VS. AUTOMATED WEBINARS: WHICH SHOULD YOU RUN (AND WHEN)?

A step-by-step guide to launching high-converting webinars with Casey Zeman's  
**Webinar Sprint Method**

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# SHOULD YOU GO LIVE... OR AUTOMATE?

If you're building your business with webinars, you've probably wondered:

“Do I need to go live every time?” or “Can I set it and forget it?”

The real answer? It's not about which is better—it's about **WHEN** to use each one.

This guide breaks it down and introduces Casey Zeman's proven Webinar Sprint Method to help you convert more sales and scale faster.





# WHY YOU SHOULD START WITH LIVE WEBINARS

## 3 REASONS TO START LIVE

1. Live engagement + Q&A = higher conversions
2. Answer objections in real time, build trust, and convert faster
3. Instant feedback = better performance
4. See what hooks and stories work—and adjust as you go
5. FOMO = urgency
6. People show up with intention when it's one-time only

**Pro Tip: Run 5–10 live webinars before you even think about automating.**



# THE BENEFITS OF AUTOMATED WEBINARS

## WHEN IT'S TIME TO AUTOMATE—HERE'S WHY

1. Scale on autopilot
2. Webinars run 24/7—no timezone limits
3. Consistency + predictability
4. Record your best version once, use it forever
5. More leads, less effort
6. Sales come in while you sleep (or sip margaritas at the beach)

**Reality Check: You'll lose that real-time energy—but hybrid tricks can help.**



# CASEY'S WEBINAR SPRINT METHOD

## THE BEST OF BOTH WORLDS

### Step 1:

Run 5–10 Live Webinars

Get data, test messaging, and reach at least a 10% conversion rate.

### Step 2:

Automate the Best One

Take your best-performing live webinar and turn it into an automated version.

### Step 3:

Try a Hybrid Setup

Pre-record the training, but join live for the Q&A for real-time energy.



# LIVE VS. AUTOMATED— QUICK COMPARISON

Feature	Live Webinar	Automated Webinar
Real-Time Q&A	✓ Yes	✗ Not live (unless hybrid)
Time Flexibility	✗ Must show up	✓ Runs anytime
Conversion Optimization	✓ Fast feedback	● Needs more tweaking
Scalability	✗ Limited	✓ High
Ease of Use	● Tech-heavy	✓ Set once, run forever





# THERE'S NO “RIGHT” FORMAT—ONLY THE RIGHT NEXT STEP

**Start small. Go live. Improve. Then automate.**

Webinars are still one of the most powerful ways to sell online—just pick the format that fits your season of business.







**CASEY ZEMAN**



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