

# Webinar Checklist

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## Content

- Brainstorm ideas.
  - What is the one vital point they need to know?
  - What change should attendees see?
  - Keep this to 2 or 3 tangible ideas.
- Select the idea you are most excited to teach.
- Outline your presentation. Include:
  - a short intro on who you are
  - why people should trust you to deliver info on this topic
  - the structure of your main content
  - the pitch for your course, if you have one
- Create a list of supporting documents, worksheets or videos might help your audience
  - consider offering these as pre- or post-webinar bonuses.
- Revise your outline to note where you can encourage interaction, such as:
  - a pause for them to think about something
  - a pause to write something down for themselves
  - a place you ask them to share with you
- Optional:** add more details to your outline. Don't bother writing a script — you'll sound like a robot, and no one wants that.
- Create slides, etc. Try to only include the key points — you'll explain the finer points.
- If applicable:** Create pre-webinar bonus(es)
- Practice your webinar AT LEAST ONCE, from start to finish. Adjust as necessary and note in your outline anything you need to remember.
- Optional:** Do a run-through with a friend or colleague, or perhaps a previous client

# Copywriting & Creation

- Brainstorm titles for the webinar — focus your audience's WANTS (why pick your webinar?)
- Create a graphic (or two) for promotion on social media and emails
- Draft the Registration Page including:
  - webinar title
  - date & time (in at least 2 timezones)
  - a few pain points/struggles your ideal client has and some benefits/desired outcomes they'd like to have | Example: "Would you love to be healthier and eat nutritious food that tastes great — but the thought of having to find recipes and new workouts just feels impossible?"
  - 3-4 points people will learn from you
  - testimonials (even if they aren't from this specific webinar)
  - an explanation of any webinar bonuses
- Draft of Thank-you for Registering & Bonus Page with:
  - date & time (in at least 2 timezones)
  - Optional: iCal file to add the event to their calendar
  - A click-to-tweet & other social sharing prompts
  - A Facebook Like box
  - Access to your pre-webinar bonuses
  - an explanation of the post-webinar bonuses
- Draft an email to confirm registration with:
  - date & time (in at least 2 timezones)
  - Optional: iCal file to add the event to their calendar
  - Access to your pre-webinar bonuses
- Draft an email to promote the webinar to your list
- Draft a post-webinar email with links to the bonuses
- Draft a sales email introducing your service/product to your webinar attendees

# Technology To-dos

- Choose how you will present; on-camera, slides with voiceover, or just voice
- Choose a way to run your webinar, such as:
  - On-camera/screen share:
    - Webinar Jam
    - Google Hangouts on Air
    - RunClick
    - MeetingBurner
    - GoToWebinar
    - Instant Teleseminar
    - Webinar Ignition
    - Easy Webinar
    - Zoom
    - AnyMeeting
  - Voice only:
    - FreeConferenceCallHD
    - Instant Teleseminar
    - Uber Conference
- Get your pages online
  - Registration
  - Confirmation/Pre-webinar Bonuses
  - If Applicable: post-webinar bonuses/special offer
- Create a webinar email list
- Schedule promo emails to your existing list
- Schedule emails for your webinar registrants (see Promotion list for full schedule)
- Do a webinar tech test run with your chosen service (no later than 5 days before, just in case!)
- Download webinar recording & upload somewhere shareable

# Promotion

- Write these emails to your newsletter list and have scheduled to send:
  - 4 days out: promotion email to your entire list to invite them to attend
  - 3 days out: re-send to everyone who hasn't opened the promo email (you can use the same email, maybe with a different subject line)
  - 2 days out: one last reminder/invitation to everyone on your list who hasn't signed up\*\*this is optional and if you can't do this in your Email System don't worry about it
- Make a list of people you could ask to help you promote your webinar
- Make a list of places on social media where your ideal clients are and you can share your webinar
- Draft promos you can give to affiliates who help promote & you can use on social media
  - focus on personal stories & the value of your webinar
- Write & schedule the email series for your webinar list:
  - Upon registration: "Thank you for registering email" including the access details and any pre-webinar bonuses
  - 24 hours out: A 24 hour reminder including access details
  - 15min out: A "15 minutes until we get started" including access details
  - Within 24 hours post-webinar: send the recording, post-webinar bonuses
  - 48 hours to 1 week post-webinar: sales email to pitch your service/product

## Email Schedule

Date and Time of Webinar: \_\_\_\_\_

To Newsletter List

To Webinar List

1st promo — send: \_\_\_\_\_

24hr reminder — send: \_\_\_\_\_

2nd promo — send: \_\_\_\_\_

15min reminder — send: \_\_\_\_\_

3rd promo — send: \_\_\_\_\_

Webinar recording — send: \_\_\_\_\_

Sales/promo — send: \_\_\_\_\_