

GET MORE PEOPLE ON YOUR WEBINARS

CALENDAR



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Copy and paste these tasks to your calendar.

Week 1

Monday

Determine the topic and goal for your webinar:

Topic

Goal

Purpose

Decide on your webinar angle.

Write a short description of who your webinar is targeted for.

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Research to ensure that your angle and topic are high value for your unique attendee.

Refer to your workbook and refine your webinar's:

Title

Hook

The Big 'Why'

Tuesday

Write your powerful description for your webinar.



Remove any information that is not absolutely essential.

Tighten your copy.

Review the title and the hook. Do they still grab you?

Tweak them as needed.

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Title.

Hook.

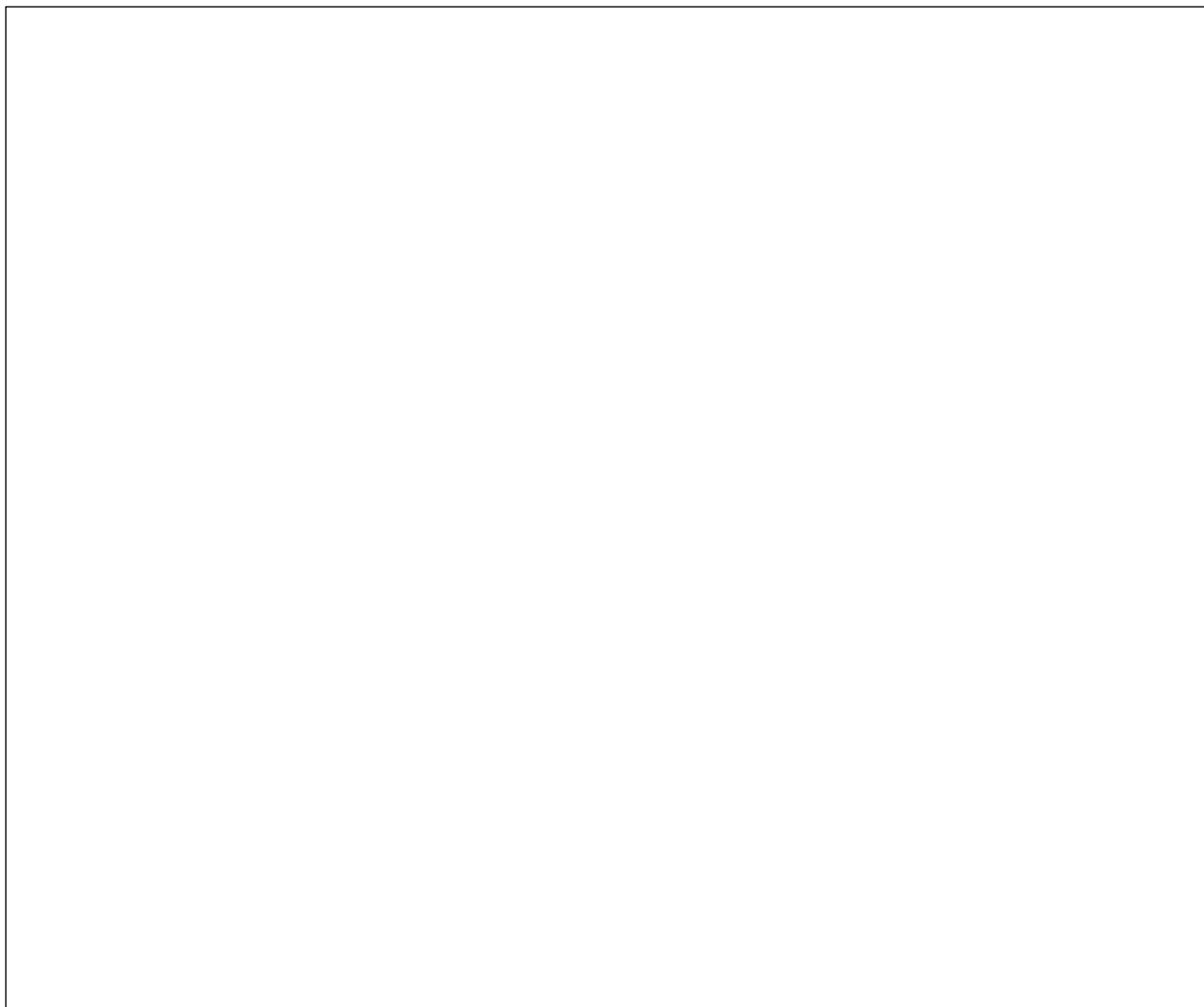
Write your landing page CTA (call to action):

Wednesday

Select your landing page template and make sure it will work with videos and any other technical features you need.

Thursday

Print your chosen landing page template and write your webinar landing page content.



Copy/paste your new copy to your template.

If you outsource this task, provide them with everything they need to create your pages.

Create the links needed for your pages.



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Create the landing page and confirmation page.

Friday

Review what has been accomplished this week. Complete all open tasks.



Review your incentive or gift.


Finalize your decision on your webinar incentive or gift.

Create your gift.

Week 2

Monday

Complete all tasks missed from last week.



Tuesday

Brainstorm promotional ideas for your webinar.

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Plan your promo schedule for:

Social networks – which ones?

Blog Posts – topic, content, how often?

Advertising -where?

Email follow-up Series

Graphics: Infographics content and images

Graphics: Image quotes

Graphics: Videos script and images

Podcasts or audio files

Thursday

Draft your webinar email series:

Friday

Review the week.

List tasks not completed:

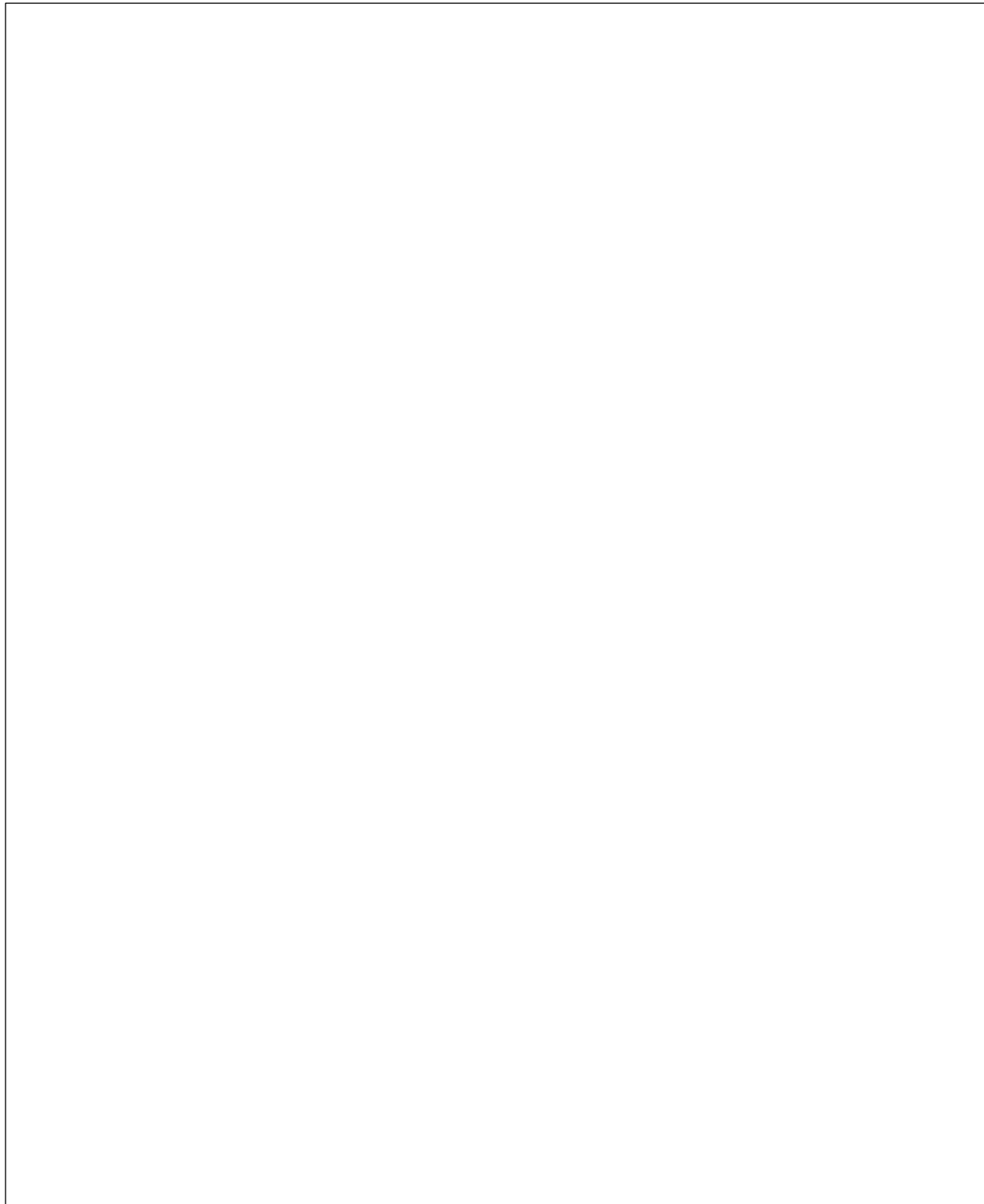
Why were they not completed? Did you need more time allotted to do them?

Put unfinished task on next week's calendar. Add extra time to complete them.

Respond to Outsource freelancers and schedule interviews. List top contenders.

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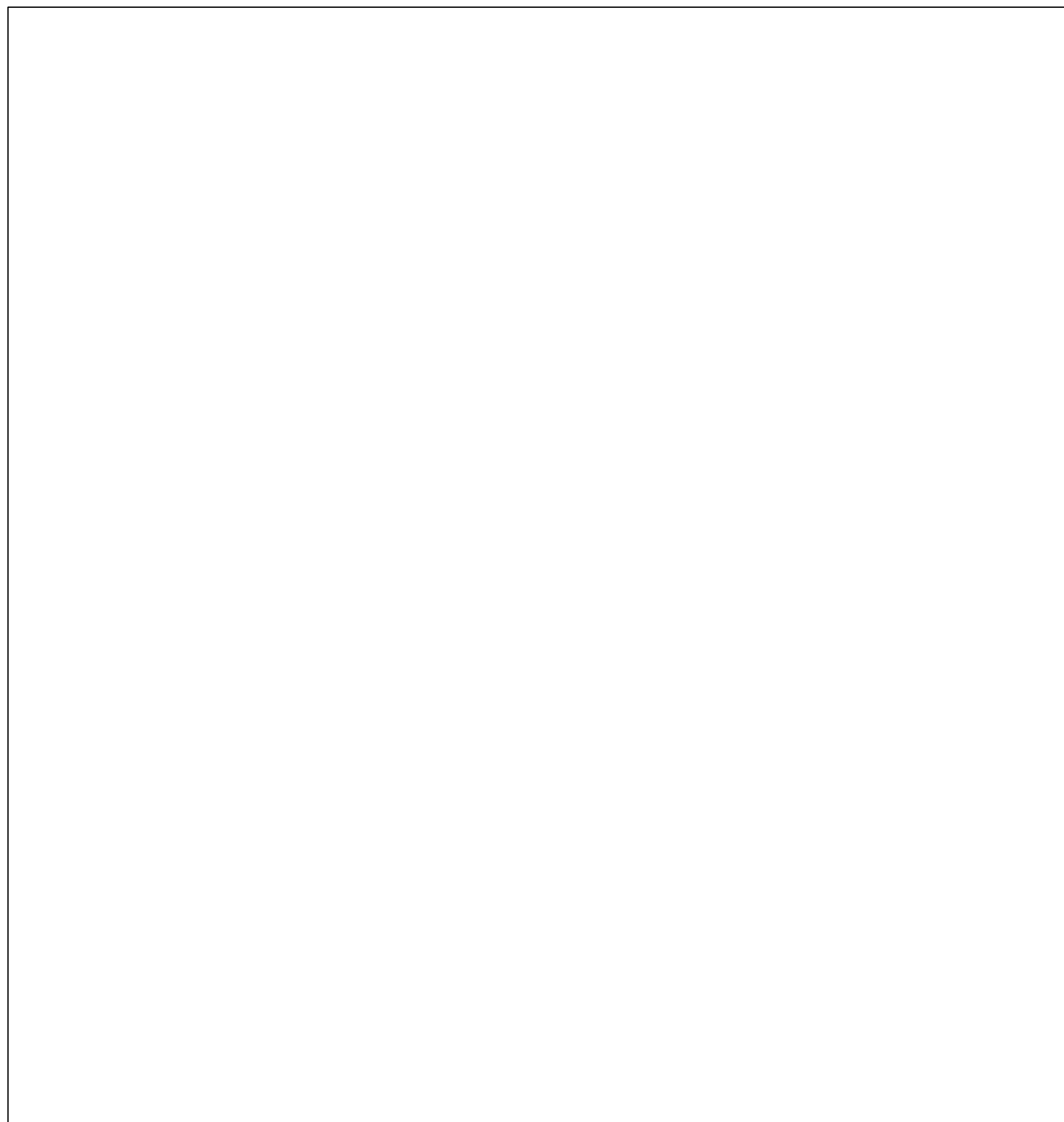
Plan next week's webinar creation/promotional schedule.



Week 3

Monday

Draft your blog posts.



Tuesday

Create an editorial calendar for your blog and social media posts.

How often will your post?

Wednesday

Write your webinar emails, blog posts, social media posts.

Thursday

Determine if you will outsource or create yourself the following:

Graphics

Infographics

Image Quotes

Friday

Send thank you gift/card to guest or co-host.

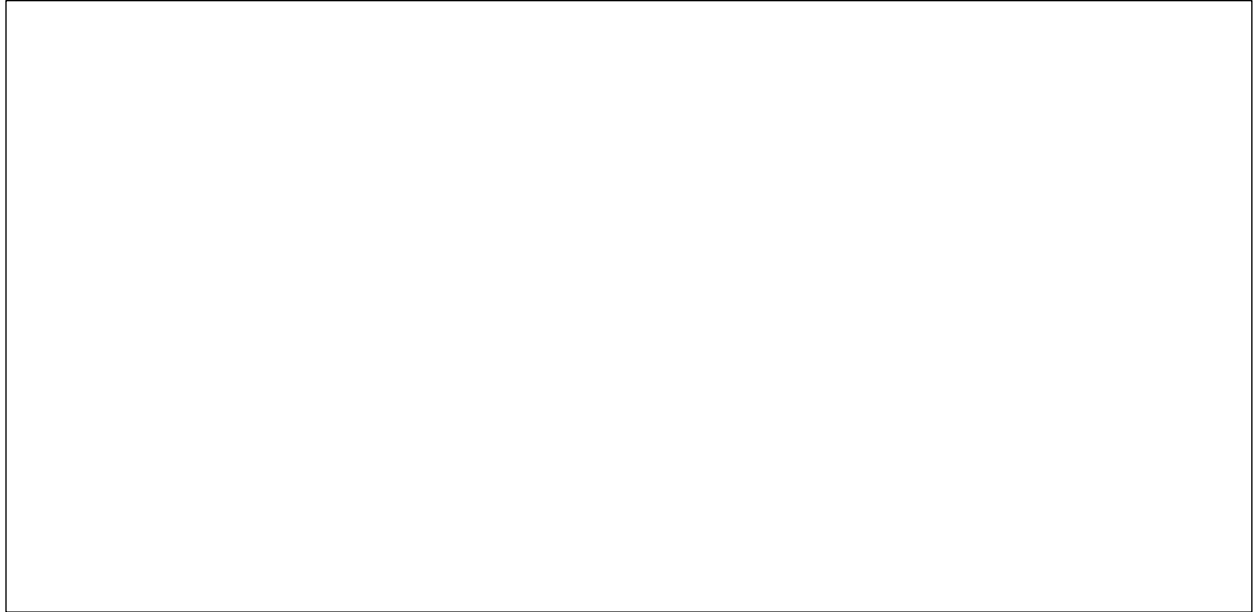
Ideas for gift:

Create Affiliate (Promotional) resources.

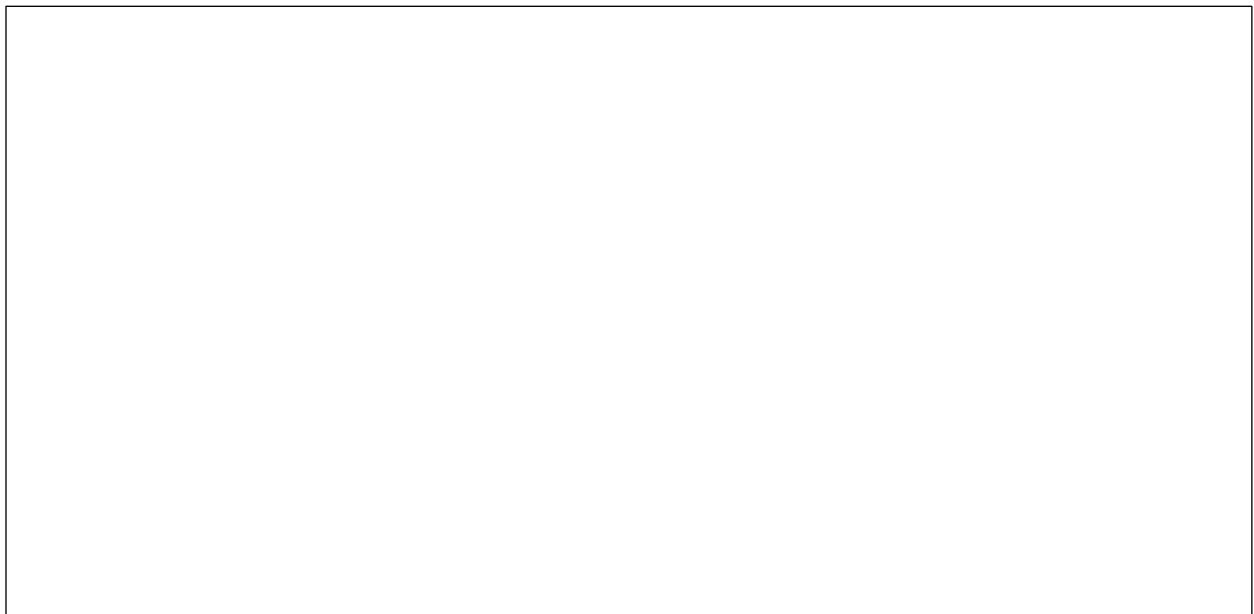
Week 4

Monday

Review your progress and tie-up any loose ends you missed last week.

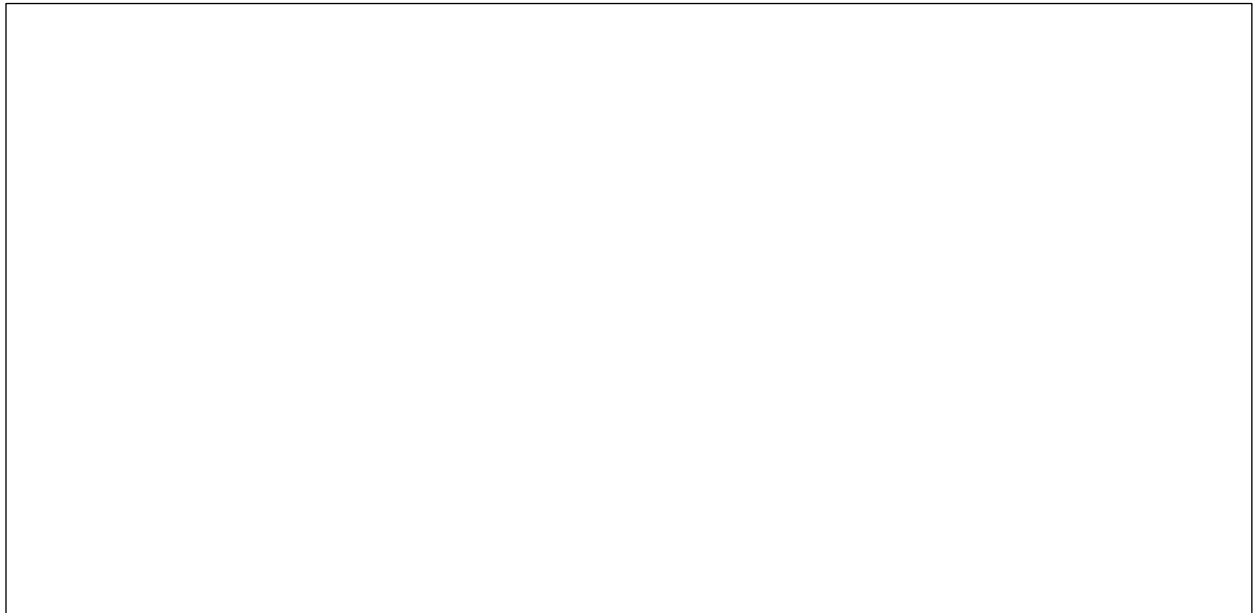


Create Social Posts for you to use:



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Create Social Posts for Guest and JVs to use.



Create Blog Posts for Guest and JVs to use. Create powerful Titles.



Resources to share with guest and JVs.



Tuesday

Finalize video and audio scripts.

Gather images, slides and other graphics for videos.

Create your videos and audios. Test all links referenced.

Wednesday

Proof and schedule your blog and social posts. Test all links.

Load email series in your autoresponder.

Touch base with your co-host for updates.

Thursday

Publish your landing/registration page. Proofread and test all links. Perform a complete test on the registration process.

Monitor email, social comments and blog comments for comments and feedback.

Friday

Review the webinar preparations. Are there any reach-expanding opportunities you have missed? If so, reach out now.

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Review the webinar script and cue-cards. Share with your co-host/guest.

Confirm you have everything you need to finalize set up.

Practice with your webinar technology.

Determine how you will track data for webinar.

Review your process and handle anything you missed this week.

Review your offer and test links.

Have fun!