



NAMS

Novice to Advanced Marketing System

GET MORE PEOPLE ON YOUR WEBINARS

CHECKLIST



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I have started my webinar creation process by asking myself:

“Whose webinars do I never miss?”

“Why do I never miss them?”

“What’s the best webinar I’ve attended lately?”

“Did I go out of my way to make sure I didn’t miss that webinar?”

“Why did I go out of my way to make sure I didn’t miss that webinar?”

I have answered these questions and am using the answers to help me plan my own webinar

I have taken care that my webinar provides:

- A powerful solution
- Significantly more value than other, similar webinars out there

I understand that registrants concerned with saving money want to know what’s cutting into or reducing their profits, rather than looking for cheap webinar prices

My webinar topic is unique and important enough that my ideal attendee will register—even if she doesn’t yet know my name

I have bucked the popular formula of only showing the “what” and “who” in my webinar and instead I am showing the “how to”

I understand that high-value, “how to” webinars are the most popular model currently trending

I am:

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- analyzing questions from my ideal audience to search for webinar topic clues
- looking through my client notes in order to find clues for potential webinar topics
- running Google searches using the keyword “how to” plus a niche-specific keyword or two
- looking for guests, co-hosts or presenters among peers and people I already follow, interact with and know
- letting potential guests, co-hosts and presenters know specifically what I am prepared to do to promote their involvement with my webinar

I have let potential guests, co-hosts and presenters know what unique bonuses, gifts or rights I can endow upon them for their subscribers

My gift is a high-value checklist that my ideal attendee would normally pay for

My gift enhances my webinar content and makes it even more valuable

I have created a landing page for my webinar that tells people:

- What
- Who
- Why
- When
- Where

My landing page concludes with a clear call to action and a reason to comply with it

I have:

- led with my most prominent hook on my landing page
- created a powerful description of my webinar
- created a “validation video” for my webinar landing page

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I am using a proven template for my webinar landing page

I have ensured there are interactive elements:

- On my webinar landing page
- In my webinar promotion emails

I am repeating my calls to action at least twice in my:

- Landing page
- Articles
- Emails
- Videos

I have included in my landing page and registration confirmation page:

- An easy time zone conversion link
- A way to add my webinar to my registrant's preferred calendar

I am:

- planning and releasing carefully timed, regular social media posts
- created a hashtag for my webinar
- including a planned variety of topics and types in my promotional email follow-up series
- tracking my email results as each one goes out and making notes about significant fails or successes

I am networking my webinar using a variety of promotional techniques:

- Blog posts
- Infographics
- Image quotes
- Social Posts
- Emails

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- Videos
- Incentives

I have created a branded channel on YouTube, and I am using it to host:

- Promotional videos about upcoming webinars
- Recordings of past webinars

I am ready to create my webinar—and plan more regular webinars!