

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!