WEBINAR SUCCESS FORMULA WORKBOOK

Choosing Your Webinar Topic

What is your audience struggling with or want to know about?

What result or outcome can you provide in 5 days?
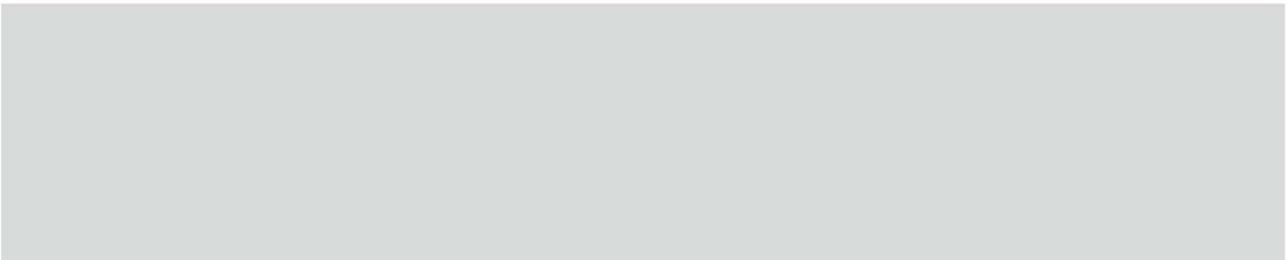
What topics connect with your business?

Based on the above what idea do you have for your webinar topic?

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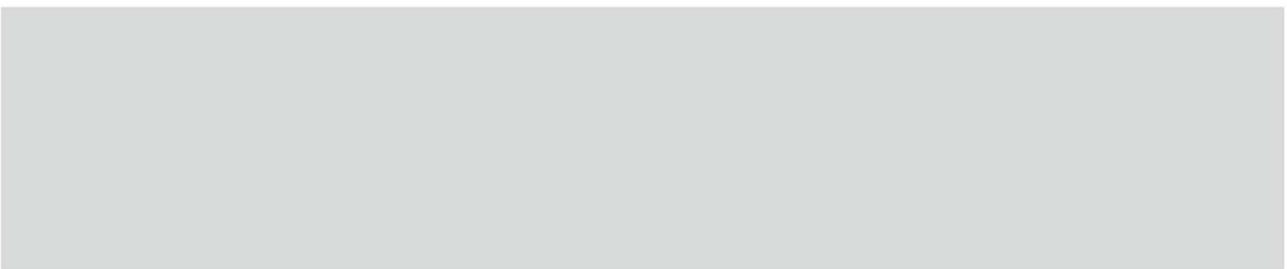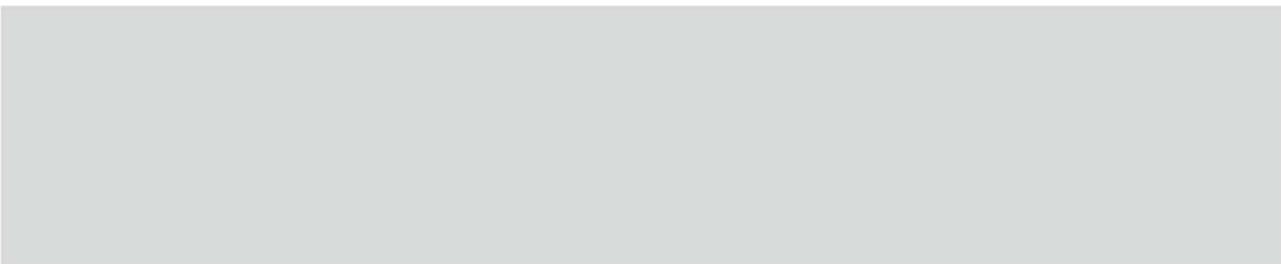
What will the outcome of your webinar be for participants?
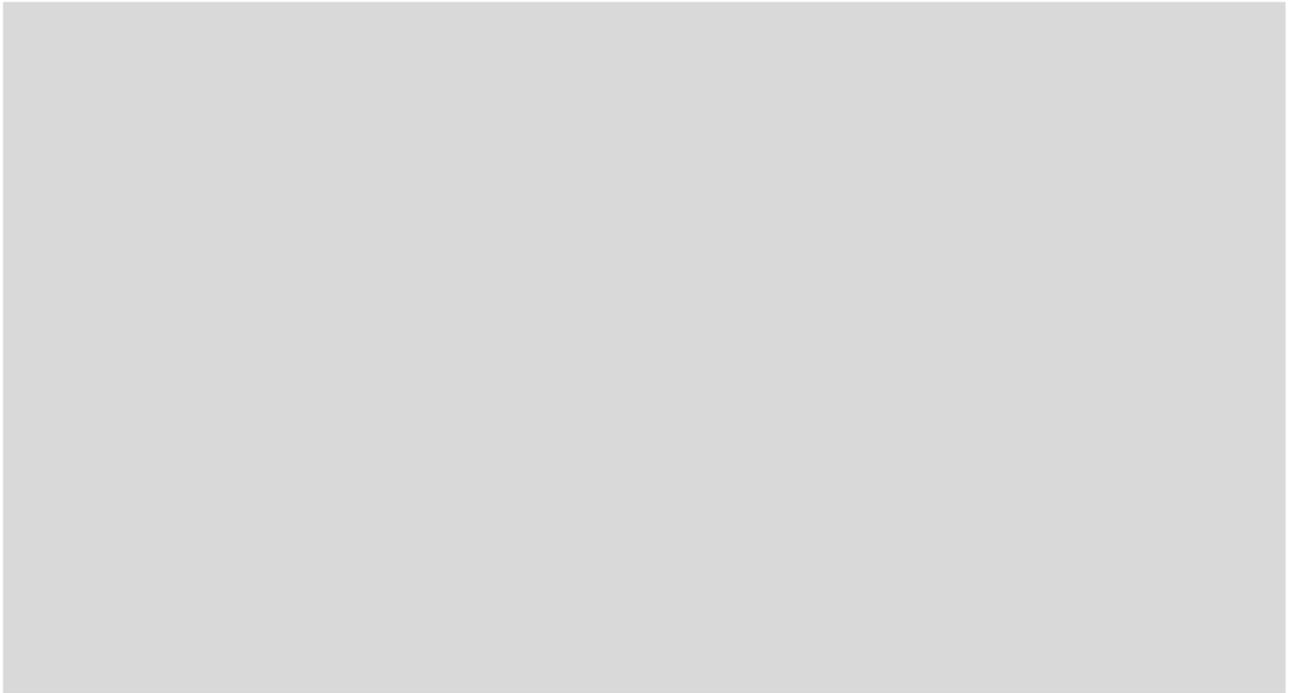
Who is your webinar for?
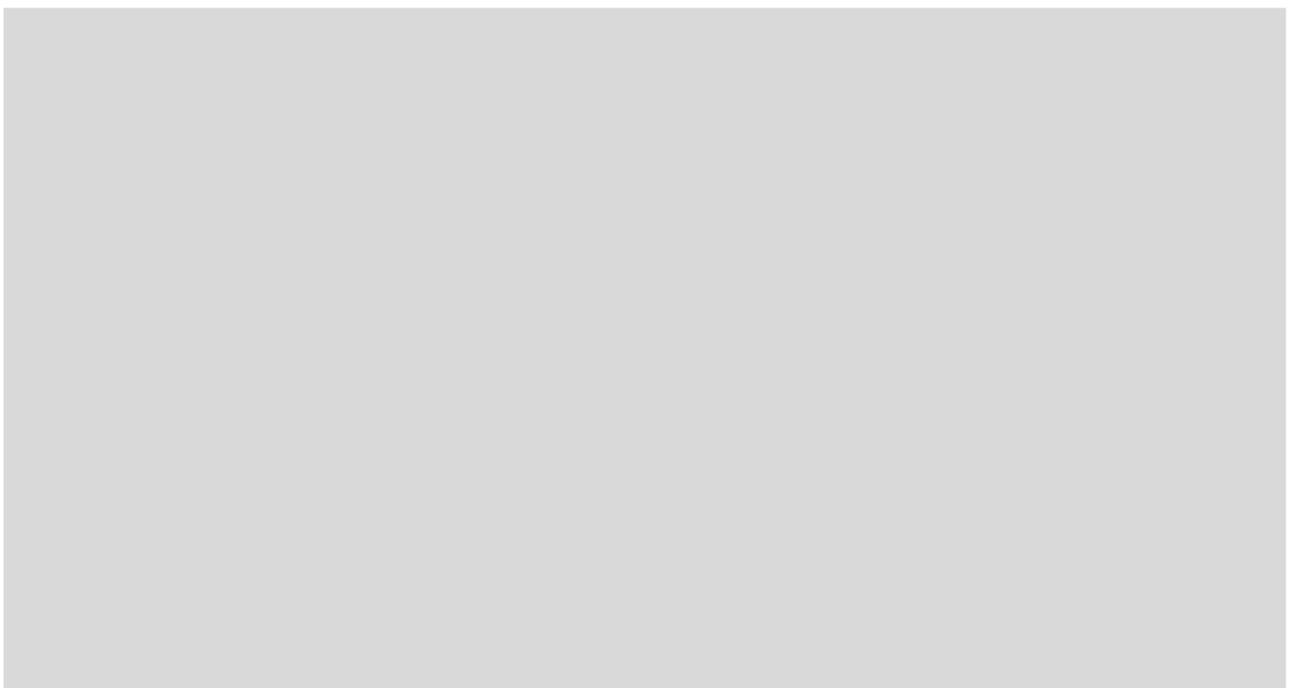
Webinar Details

My webinar title is:

My webinar will run on:

My webinar will be delivered via:

☐ Webinar Software   ☐ Facebook Group   ☐ Website   ☐ Other

My content formats will be:

☐ Workbooks/
Worksheetst   ☐ Other

WEBINAR HOSTING PLATFROMS

Zoom   **Instant Teleseminar**   **Click Meeting**

Webinar Jam   **Any Meeting**   **Cisco WebEx**

Easy Webinar   **Go To Webinar**

Webinar Content and Structure

Introduction (5 minutes):

This is where you welcome people to the webinar and remind them what the webinar will be covering and why.

What will you be covering and why is this important?
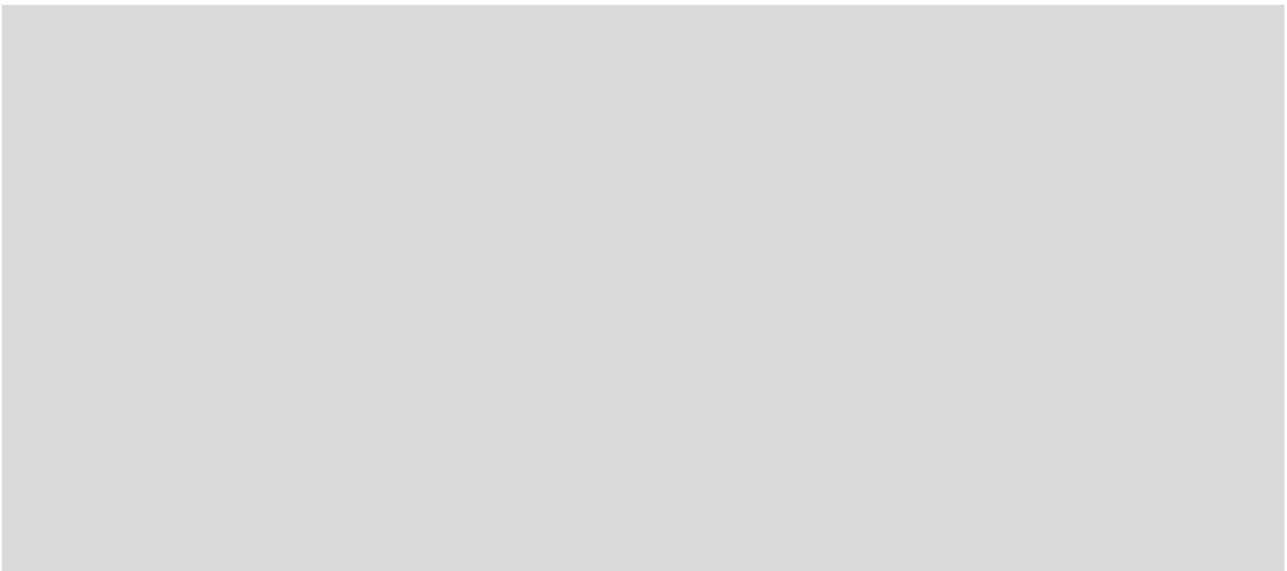
Who are you? Why should people listen to you?
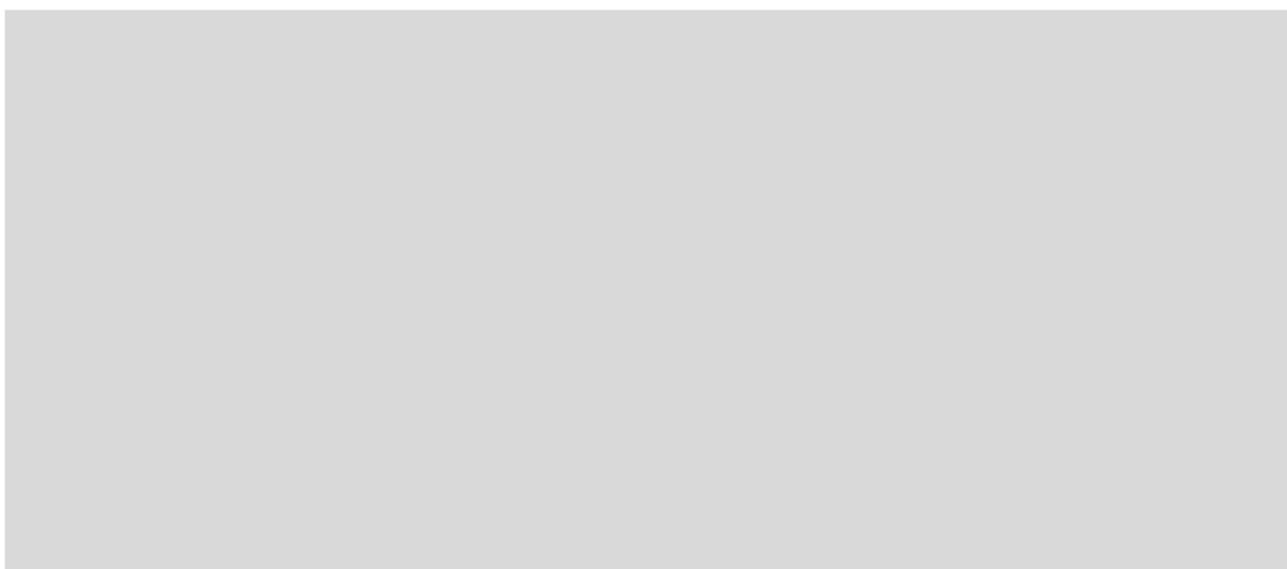
Webinar Content and Structure

Core Content (30-45 minutes):
This is where you do your teaching and deliver the outcome the webinar has promised (e.g. if your webinar is 'Learn the 5 tools you need for the perfect paint finish' this is where you tell people about those 5 tools.)

Overview of what you will be teaching:

Training content:
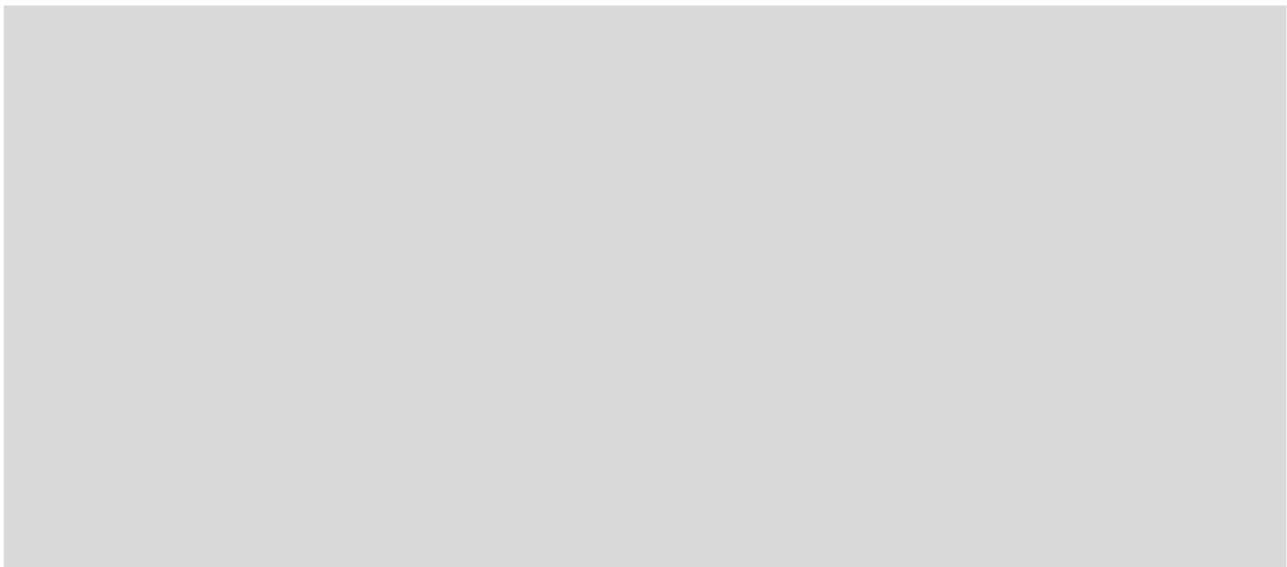
Webinar Content and Structure

Offer (10 minutes):
This is where you introduce your membership and your launch offer.

How does your business provide the next step to what they just learned?

What fast action bonus could you provide?

Webinar Content and Structure

Q&A (however long needed):
This is where you answer any questions your audience might have about what has been covered. It can be good to think in advance about potential questions.

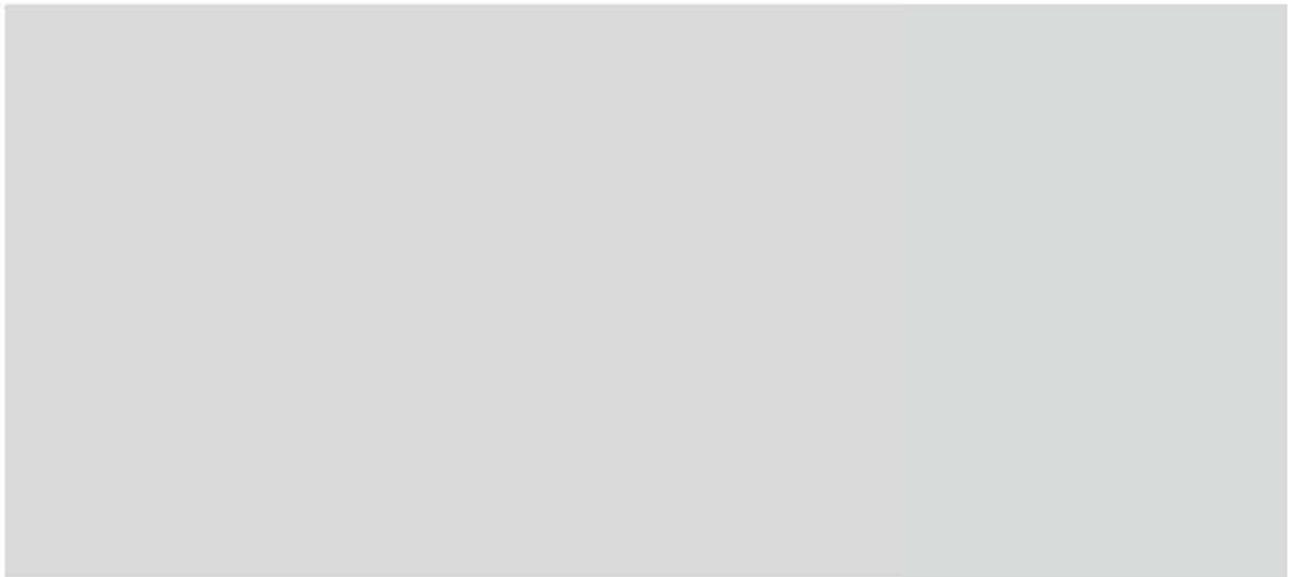What questions might people have about your webinar topic?

What questions might people have about your offer?
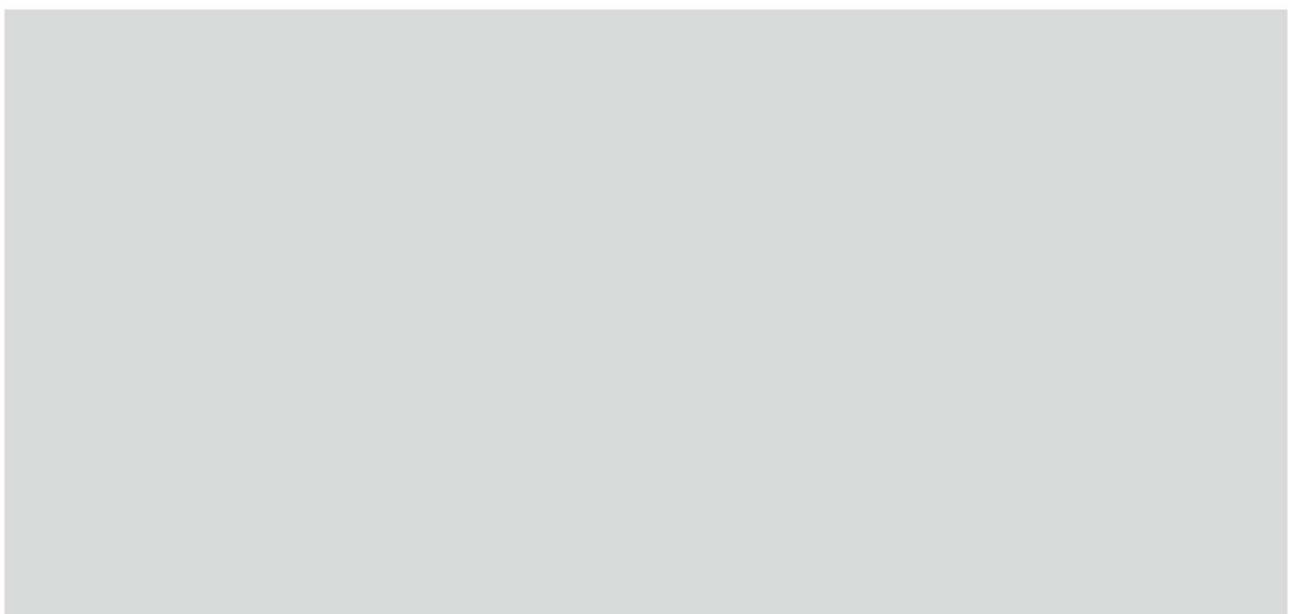
Webinar Content and Structure

Additional Notes:
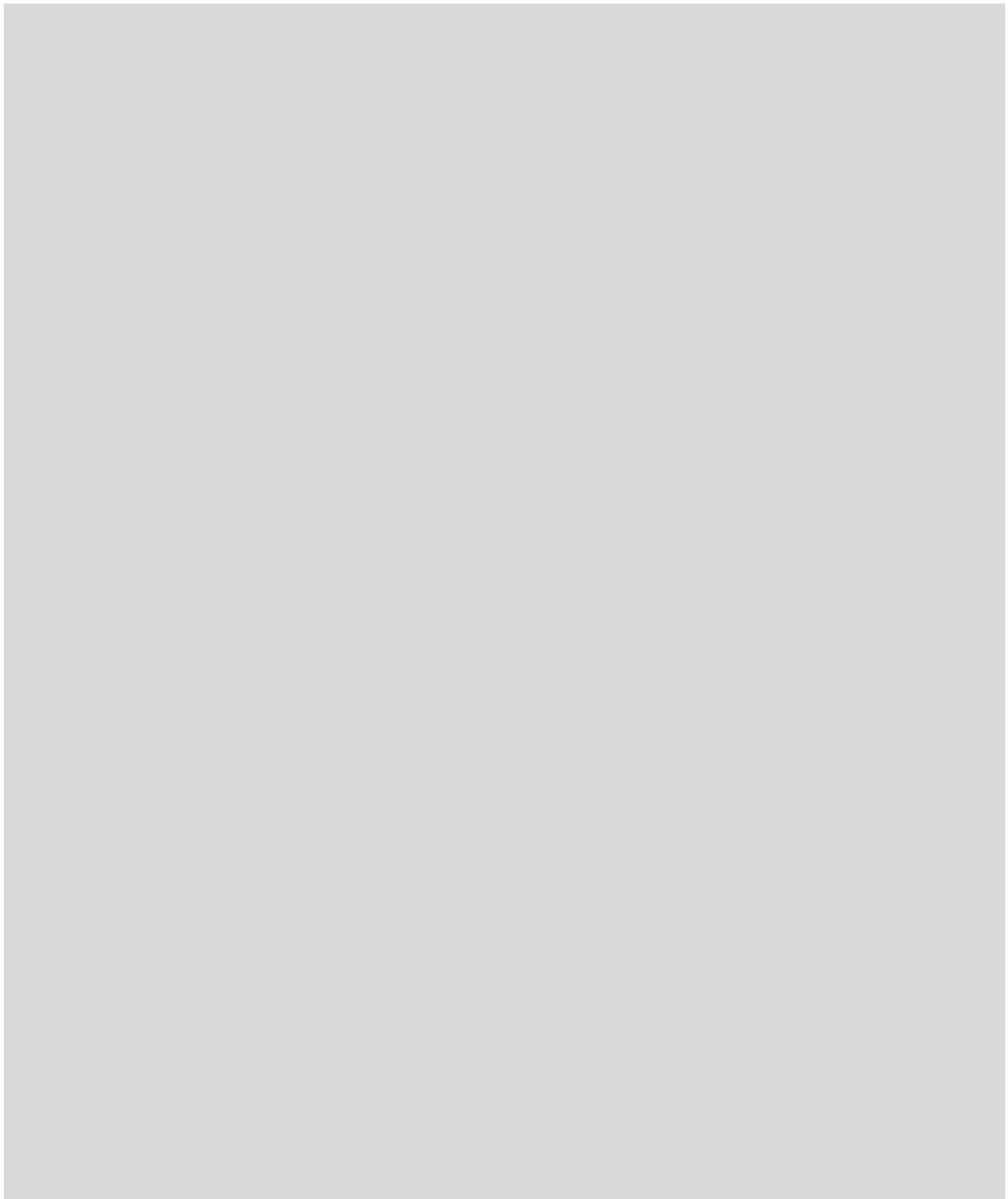
Marketing Your Webinar

LANDING PAGE CONTENT:

What is your webinar title or headline?

What is the tagline? (this usually provides additional information)

What are the 3-5 things people will learn during the webinar?

1.
2.
3.
4.
5.

Will there be a replay available if they can't attend live? If so, how long for?

What questions might someone have about the webinar?

Webinar Promotion

Which of the following will you do to get people signed up for your webinar?

Existing Audience

- Email existing subscriber list
- Add to new subscriber/waitlist email
- Share details on social channels
- Update social bios with link
- Add clear link to landing page
- Create a sticky bar at top of site

- Add as a pop-up
- Add graphic to blog sidebar
- Promote in your free FB Group
- Create social graphics to share
- Run an IG/FB Live on topic

Website

- Add clear link to landing page
- Create a sticky bar at top of site
- Add as a pop-up
- Add graphic to blog sidebar
- Publish related free content and include challenge details

- Update existing relevant content with challenge details
- Add to lead magnet thank you page
- Add graphic to blog sidebar

Webinar Promotion

Which of the following will you do to get people signed up to your challenge?

Other Promotion

☐ Run remarketing adverts

☐ Run adverts to cold traffic

☐ Ask existing members to share

☐ Ask participants to share

☐ Set up affiliate program

☐ Reach out to peers to promote

☐ Seek out guest podcast/blog/ video opportunities

Other:

Webinar Checklist

Planning:

- [ ] Decide on your webinar topic
- [ ] Decide on result/outcome
- [ ] Set a date for the webinar
- [ ] Outline webinar content

Marketing:

- [ ] Choose how to market your webinar
- [ ] **Send email to list – send to landing page**
- [ ] **Add links on your website**
- [ ] **Announce on social media channels**
- [ ] **Schedule ongoing promotion messages for social media**
- [ ] **Create Facebook Ads (if using)**
- [ ] **Other**
- [ ] Create landing page for opting in to webinar
- [ ] Create email list/tag/segment for webinar
- [ ] Create welcome email for sign ups
- [ ] Continue marketing webinar until just before it starts!

Webinar Checklist

Preparation & Delivery:

- Create webinar page on website or in webinar software
- Schedule email reminders for webinar attendees
- Schedule follow-up email for replay links
- Check through everything – triple check any links and downloads
- **Create webinar content**
- **Slides**
- **Script/outline**
- **Workbook**

Evergreen Webinar Checklist

How will you host your evergreen webinar?

☐ Website   ☐ Dedicated Platform   _____

Preparation (if hosting on website)

☐ Create your webinar landing page. This is where site visitors will be able to sign up to watch your Evergreen webinar

☐ Create the page that you're going to play your webinar on which is called your broadcast room

☐ Create a designated payment page for your offer which includes any bonuses or special pricing that's been offered as part of your webinar

☐ Create thank you, next steps page

☐ Set up a sequence of emails that goes out to anyone that doesn't sign up for your offer

☐ Add an optin placement on the homepage of your website

☐ Promote Your Evergreen Webinar