

Webinar Mastery – Summary Checklist

Step 1: Planning Your Vision and Value for a Rave-Worthy Performance

- I am starting with a time frame of eight weeks for webinar planning, which I will adjust as planning is completed

I understand that I first need to decide on:

- The primary goal of my webinar
- How many offers it is necessary to include
- How many people will be involved in planning this webinar

I have identified my webinar's primary goal:

- Building a list
- Increasing or giving me visibility
- Selling a product or package
- Promoting an event
- Promoting a JV Partner's affiliate product
- Establishing me as a trusted authority

I have decided how many offers will be included with this webinar, choosing from:

- Free sign-up incentive
- Extra bonus, offer or discount for "fast action" takers
- Big-ticket event
- High-value package



- High-value product
- High value membership site or club
- One-time offer (OTO)
- Post-event reward or bonus

For each offer I am considering including, I have asked myself:

- "What will this offer add in value?"
- "Is this offer necessary?"
- "Is this offer a distraction or a solidifying enhancement?"

I understand that the more people I involve in planning this webinar, the longer the time frame I will need to resolve and launch it

Team members I need consist of one or more of the following:

- VA
- Tech specialist
- Graphic designer
- Copywriter
- Social media manager
- Project manager

Total team members I can afford/am planning to use: _____

I need a specialist to help me with:

- My shopping cart



- HTML
- My autoresponder
- My webinar platform and technology
- My project management software

I have planned for the following tasks, and decided who will implement and complete them:

- Set up the webinar landing page and thank you/confirmation page
 - Set up main offer sales page
 - Set up the autoresponder email series for my free webinar campaign
 - Set up and test “register” and “buy” buttons/contact forms
 - Set up webinar hosting software or system
 - Create products
 - Create my script and webinar notes
 - Create “swag” (rewards; surprise gifts; handout goodies for guests)
 - Create promotional material for JV partners; affiliates
 - Create or supply graphics
 - Create PowerPoint slides
 - Set up the webinar social media campaign and integration
 - Set up A/B split testing and other metrics and tracking
 - Set up ads, if I decide to advertise
- My “magnetic” topic is one my ideal attendee won’t be able to resist!

My topic addresses a crucial area in my ideal attendee's life, such as:

- A seemingly insoluble, current "pain point"
- A blockage that has my ideal attendee stuck on a plateau, unable to advance
- Something my ideal attendee really needs to know about—and currently doesn't—that I can alert her to
- Something my ideal attendee needs desperately to learn
- Something my ideal attendee currently complains vocally about
- A big change coming in my ideal attendee's niche or lifestyle

Will my webinar:

- Be fun or exciting to attend?
- Move my ideal attendee forward?
- I have considered making it easy on myself and assuring myself of great results by purchasing or licensing a professionally-produced webinar funnel

I have decided on the most comfortable webinar platform for me and my ideal attendees:

- GoToWebinar
- FreeConferenceCall.com
- Google Hangout
- MeetingBurner.com
- Zoom.com

I have decided on:



- Audio only (teleseminar)
- Audio with video (webinar)

I am going to:

- Implement, learn and run my webinar technology myself
- Outsource it to a VA experienced in my particular platform

I have decided:

- Whether or not I need/want replays and recording ability in my webinar platform/host
- How many people I will allow to attend
- Where I will host my webinar
- I have checked into hidden pros and cons with each webinar platform I have researched

Step 2 Preview Profits: Creating Buzz for Your Much Anticipated Event

- I have listed and scheduled promotional activities and content to be created
- I have made a separate, detailed Promo Plan

I have created, or assigned the creation of:

- Blog posts
- Facebook ads
- Social media posts



- Membership site or forum site posts, if applicable
- Promotional videos
- Interviews
- Tweets

I have created:

- Emails for this campaign
- Affiliate and JV partner resources, including:
 - Blog posts
 - Graphics
 - Banners
 - FAQs
 - Instructions
 - Apps or programs
 - Infographics
 - Promo emails
- I have made sure I let my JV partners and affiliates know I am available for and happy to do interviews
- I am carefully tracking my promo progress



- I have followed up on JV requests and firmed up commitments and dates
- I have made sure my JV partners know where to find resources I have created for her
- I have ensured that I have offered JV partners a reciprocal and generous reward for promoting/partnering my webinar
- I have looked into using Project Management software, if I am using multiple team members/outsource contractors
- I have assigned a Project Manager, if I am using multiple team members/outsource contractors if I am too busy to manage the project myself
- I understand it is my responsibility to decide how complex—or how simple—I need this project to be

I am going to:

- Write all my promotional material myself
 - Have someone experienced write these pieces for me
 - Purchase pre-written content (either in kit or PLR form) and personalize this with my own tweaks and details
- I have decided on the hook and topic to draw in my ideal audience



I have made the hook my “promise” and am delivering this within my webinar content

I have decided on a single major goal for myself (what I want my webinar to do for ME)

- Build my list
- Give me visibility and authority
- Establish me as an expert
- Simply make money
- Cement my relationship with a JV partner

I am making sure I vary any blog post types I create, mixing text posts with alternate media: For example...

- Infographics
- Video
- Audio files
- Graphics
- Quizzes
- Contests
- Polls

I am including a strong call-to-action in every post, and asking readers to share



I have created:

- A promotional email for my JV partners to send two weeks before my webinar
- A second promotional email, to be sent the week before
- Three reminder emails:
 - One to be sent the day before the webinar
 - One to be sent the morning of the webinar
 - One to be sent one hour prior to the webinar
- I have written drafts of my webinar replay emails
- I have drafted an email that goes out after people sign up for the replay (replacing the instant email for when people sign up for live webinar with the one that tells them where to access recording of the webinar)
- I have created my Replay page text in draft format, so that after the live webinar, I can replace the registration page with my access-to-the-Replay sign-up

I have drafted and created my:

- Landing/Registration Page
- Thank you Page
- Replay Page
- I have looked into using Instapage.com or LeadPages.com to automate and integrate webinar software, email integration and Pages creation

When it comes to landing a JV partner, I have made sure that I:



- Have the absolute, most perfect offer to appeal to my JV partner and her list
- Don't ask someone I don't know (e.g. a celebrity marketer) to JV with me
- Give at least six to eight week lead time to my JV partner, so she has plenty of time to decide, prepare and schedule my webinar into her schedule, if she says "yes"
- Make sure I offer an over the top incentive (e.g. 100% commission) if I actually don't yet have my own list
- Make it really easy for my JV partner to say "yes" by providing her with:
 - A clear plan and firm date
 - A strong webinar title sure to appeal to her list
 - Professional, high-quality promotional and affiliate resources
 - Her affiliate link already created
 - Products to show and share with her
 - A great freebie, perfectly targeted to her subscribers

I have avoided, when dealing with or approaching a JV partner:

- Expecting her to fill in my knowledge shortfalls and do all the work
- Sending impersonal form-letter JV requests
- Neglecting tracking.
- Leaving promotion "up to" her and not wholeheartedly embracing the power of leverage

- Faking it and trying too hard to impress, when approaching a potential JV partner
- If my webinar is culminating in a paid product, I have ensured I am using a reliable shopping cart with tracking options

Step 3 Show Time: From Dress Rehearsal to Standing Ovation!

- I have ensured that all team members know exactly what they are responsible for and reinforced this three days before my webinar launch
- I have scheduled a final mini-meeting, if needed, to go over the launch flow and/or deal with last-minute issues

I have:

- Re-read, proofed and revised my webinar script and notes
- Created cue cards
- Read my script aloud a few times, revising any parts I consistently stumble over
- I have added visual cues to the “what happens next” points on my cue cards

I have ensured my presentation will be dynamic and fun by:

- Paying attention to vocal pacing and tone
- Creating and assembling interesting “props” to add to visual appeal in my webinar, such as:
 - PowerPoint slides



- Photographs or graphics
- Animations or cartoons
 - Different sets of PowerPoint slides (used for differing purposes and points)
 - Screen sharing
- I have practiced my webinar “live”, using my webinar software and technology— with and/or without my team
- I have ensured my sound quality will be good by making sure I have a dedicated USB noise-canceling headset and microphone
- I have removed all distractions from the background people will see behind me

I have ensured my lighting will neither leave my face in shadow, nor throw sharp shadows on my face by paying attention to:

- Where the light will be coming from that time of day
- Arranging for extra lighting, if needed
- Arranging for light diffusion (e.g. sheer drapes), if needed

The day before, I am making use of mental preparation routines that uniquely work for me, such as:

- De-cluttering my office
- Decorating it with fresh flowers
- Meditating
- Taking a complete break



- Reading an uplifting or completely distracting book
- Arranging for babysitting
- I have sent (or had ensured that a team member or JV partner sent) a “Day Before” reminder email
- I have posted about the webinar on my blog and social feeds—and asked people to share the link
- I have done another test run of my webinar

I have ensured that:

- My slides are in order and uploaded, with none missing or duplicated
- My links all work (especially in the webinar)
- My sales pages are uploaded and functioning correctly
- I have set a timer [optional]
- My shopping cart is performing correctly
- Any team members assigned to take care of these details is aware that they are responsible for them
- I have set up a help system, and it is functioning correctly
- I have arranged for 1-3 audience members to be “seeded” from my friends or team members, to get the questions rolling and prevent awkward silences during the Q & A
- I have made zero assumptions, and have checked every detail
- The day of the launch—I have sent out the final one or two reminder emails

- I have sent out social media posts and tweets
- I have tested my own hardware and equipment a final time, to make sure everything is working

I have ensured there will be no distractions by:

- Making sure I am alone in the house
- Making sure pets will not disturb me
- Turning off the telephone ringer
- Closing windows or turning down/shutting off air conditioners or heaters, so there will be minimal background noise
- I have put a glass of water within my reach
- I have my cue cards stacked and ready, easy to reach but out of sight of my webinar audience
- I have created/am using a checklist of things to do just before and during the webinar, if this works better for me than cue cards
- I am breathing deeply and slowly
- I have entered the chat room ten minutes before the webinar is due to start
- I am warming up my audience (and making sure sound levels and ambient noise are acceptable or adjusted)
- I have checked to make sure my JV partner or guest(s) can hear me, after arriving
- I have made sure the sound levels are consistent for both myself and any guests
- I have muted the attendees' lines

I have STARTED THE RECORDING

I have:

- Given “housekeeping” instructions
- Explained that I have muted the phones, but will be opening them for the Q & A
- Told my audience about any drawings or giveaways that will occur at the end of the webinar
- Introduced today’s topic (and the name of the webinar)
- Introduced my guest/JV partner or panel
- Asked attendees to share the webinar link, using the hashtag
- I have put the link and hashtag in the Chat Box
- I have mentioned the end-of-webinar offer and/or giveaway about a third of the way through the webinar
- I have promoted something of my JV partner’s or guest’s, part way through the webinar
- I have finished the webinar right after delivering on what it promised to deliver
- I have given my offer
- I have unmuted the phones, and opened up the Q&A
- I have repeated my offer, thanked everyone and wrapped it up

Step 4: How to Create Even More Buzz and Bank From Your Webinar



I have decided whether or not to:

- Host my webinar recording with my webinar hosting service
- Host it in cloud storage
- Host it on my own server
- Host it elsewhere (e.g. YouTube, if it was in Google+ Hangout format)
- I am aware that webinar recordings take up huge bandwidth
- I have edited my webinar recording to tighten it up, give it more impact and make it feel more professional
- I have swapped out the registration page with the replay version

I have sent out separate, customized replay emails to:

- Those who attended
- Those who did not attend
- I have sent out my replay emails within 24 hours of my webinar
- I am promoting my replay registration on social media
- I have written a post-webinar blog post
- I have thanked my guest(s), attendees and JV partner(s)
- I have thanked my existing affiliates
- If I am planning to continue with webinars—and especially if I plan to create a themed webinar series—I will create a series hashtag, plus individual hashtags for each installment

- I have placed my replay link in other autoresponder emails that I am sending out
- I have created other follow up emails to keep the conversation going, including any or all of the following:
 - Email dealing with questions attendees raised
 - Special offer or OTO for attendees
 - Offering the webinar slides for sale or download
 - Asking for topic ideas from attendees for future webinars
 - Other_____
- I have asked attendees to become affiliates
- I have held a post-webinar meeting with my JV partner and/or team members, to analyze and brainstorm future ideas; or list things we need to improve on or fix
- I have studied all tracking results, and shared them with my JV partner
- I have made tweaks based on tracking results
- I am scheduling regular webinars for the future
- I am thinking ahead to my next webinar
- I have chosen a topic for my next webinar and have begun planning it!

