

CHECKLIST

Run Your Webinar Like A Pro

8 Weeks Before Webinar

Settle on a topic

Select a guest speaker (if applicable)

Set your goal for the webinar

*Determining your goal now will help you decide how you'll run your webinar.
Are you looking for lead nurturing, testing out material for a new course, etc?*

Identify your target audience

Narrowing your topic to hit a specific audience will help you prepare a presentation tailored just for them.

7 Weeks Before Webinar

Pick a date

Consider when your audience is most available. Think time zones, work schedules, lunch breaks, kids going to bed- all the things.

Choose a webinar platform to use

5 Weeks Before Webinar

- Create registration page

Include:

- *Titles*
- *Description*
- *Form*
- *Date/Time*
- *Sign-in info*
- *Host and guest speaker headshots*

- Create a first draft of webinar deck

Includes:

- *Script outline*
 - *Slideshow draft*
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4 Weeks Before Webinar

- Create a promotional kit for host, guest speakers, and any sponsors involved

Includes:

- *Social media graphics*
- *Email and social media swipe copy*
- *Dedicated urls*

- Create first draft of automated emails sequences for your webinar promotion, reminders and follow up

The promotional emails will be three to five emails to announce your webinar to your audience. They should include all the basic information about your webinar.

The reminder emails are two to three short emails reminding your registrant about your webinar. They can be scheduled the day before, and hour before, and 15 minutes before your webinar.

The follow up emails include an email with the replay of your webinar, an email asking for feedback, and then a follow-up sequence based on their previous interaction in your sequence.

3 Weeks Before Webinar

Finalize your automated email sequences

Promote, promote, promote!

Let your audience know about your upcoming webinar through social media, blog posts, emails to your list, and any other promotion channels you have.

2 Weeks Before Webinar

Finalize your webinar deck

Upload webinar deck into your platform

Run a test webinar

Test it all! Audio, slide deck, visuals, links, etc

1 Week Before Webinar

Create a survey for your attendees to fill out after the webinar

Includes questions that will help you run even better webinars in the future and find out what they want to hear more of.

Day Before Webinar

Make sure reminder emails went out.

Day Of Webinar



Promotion

Get your audience excited with some social media buzz throughout the day leading up to your event.



Set your space

Find a quiet space. Make sure there will be no interference or noises during your webinar. Turn off your phone or anything else that could distract you.



Be early!

Both you and your guest host should be set up and ready to present 30 minutes to start time.



Check your tech

Be sure everything is ready to use- audio, visuals, recording, any chat tool you're using, etc

During The Webinar



Hit record

A recorded webinar can be repurposed for content upgrades or blog posts in the future.



Be you!

Get comfortable and have fun with your audience.

Right After The Webinar

Convert recording to viewable file

Adjust the landing page

Communicate that the webinar is over, but offer a link to the recording of the webinar for on-demand watching.

Day After The Webinar

Send follow up sequence to attendees and non-attendees

Include the link to your recording so they can reference it if needed.