

How to Grow your Business with Webinars ~ Checklist ~

Webinar Topic: _____

- The purpose of my webinar is to:
 - Increase my credibility
 - Increase market awareness/brand
 - Drive traffic to and/or promote a new product/service
 - Use it to create an end product
 - Other _____
- My webinar will be:
 - Free
 - Paid
- It will be held on:
 - _____ (date) i.e. March 9, 2011
 - _____ (day of the week) i.e. Wednesday
 - _____ (time) i.e. 1:30pm Eastern Time
- The number of people I plan to allow attend is _____
- My webinar will last approximately _____ (30 minutes, 1 hour, etc.)
- The webinar hosting service needs to include these features:
 - Record audio
 - Unlimited playback
 - Ability to download recording
 - Ability to do screen recordings as well as audio
 - Ability to chat during webinar
 - Other _____
- I plan to promote my webinar with:
 - Press releases
 - Website posts
 - Social media
 - Affiliates
 - Other _____
- I have all the equipment necessary to host a webinar including:

DIY Webinar ATM Bonus from Paul & Carrie

- [illegible]

Lead Generation Webinars ~ Checklist ~

Webinar Topic: _____

Date of Webinar: _____

- My webinar's target market is: _____
- I know this because I researched by:
 - Conducting polls
 - Surveying social media platforms
 - Invested in article marketing, guest blogging and other content promotions
 - Being interviewed by others who are targeting the same group
- My competitors are: _____
- I plan to make my webinar unique by offering:

- I'll make friends with my target market by:
 - Interacting with them before the webinar
 - Sharing quality information that might help them
 - Following up with them after the webinar
 - Continuing with polls or surveys to ensure they're getting what they need
 - Other _____
- I plan to engage my attendees by:
 - Sharing these handouts _____
 - Surprising my attendees with _____
 - Speak to and look at attendees during the webinar
 - Have a Q & A session at the end
 - Other _____
- I have all the material necessary to host my webinar including:
 - My script or outline
 - The checklists from this product printed - and being used!
 - Slides, images and anything needed for the presentation
 - All free handouts ready to go
 - Any discounts or specials set up to give out
 - My call to action planned out

Getting Paid To Teach ~ Checklist ~

Webinar Topic: _____

Date of Webinar: _____

- I plan to create my webinar material by:
 - Repurposing information I already have
 - Paying a ghostwriter to write my script
 - Write the script myself from scratch
 - Use PLR or MRR content as a basis for my webinar
 - Other _____
- My webinar will:
 - Be a refresher course on an old topic
 - Teach attendees how to master new changes to a system
 - Teach attendees how to use features in an upgrade
 - Teach attendees a new skill or higher level of a skill
 - Other _____
- My webinar will be taught by:
 - Me alone
 - A guest speaker
 - A guest and I will take turns teaching certain aspects
 - Other _____
- To continue to build my reputation, I will:
 - Host webinars regularly
 - Create a series of webinars to brand
 - Make sample videos to demonstrate a small but crucial point
 - Use strong headlines and calls to action
 - Continual seek out ways to incorporate webinars into my business.

Promoting Your Products ~ Checklist ~

Webinar Topic: _____

Date of Webinar:_____

- I plan to promote my products by using:
 - Upsells
 - Cross-sells
 - Multi-level packaging
 - Affiliate promotions
 - Joint ventures
 - Other_____
- I'll add value to my products by:
 - Creating joint venture webinars
 - Holding "summits"
 - Selling affiliate products for your JV partners
 - Other_____
- I'll effectively manage my webinars by knowing:
 - How many I can handle without getting overwhelmed
 - If I'll be creating the information myself or outsourcing
 - How much my budget can be devoted to my webinars
 - What profit margin I need to make
 - Whether or not webinars (or topics) are enjoyable to me
 - Other_____