

Easy Webinars: 30 Days to a Huge List, Instant Stardom, and Big Profits

Calendar

Use this calendar as a rough guide to monetizing and setting up your webinar. This time, we're going to work backwards (planning, then weeks 3,2, and 1 – you will need extra time to set up even a simple webinar, if you are planning to involve a guest, sign up for new services or learn new systems). We will use a simple single-presenter or presenter-plus-one-guest, with slides, as our model

4-6 Weeks Before Your Webinar	
Monday	
<ul style="list-style-type: none">• Brainstorm webinar ideas. Write them down.• Think about ways to monetize these. Consider using Mind-mapping software so you can add new ways with one click – and without having to rewrite your core ideas• Re-arrange or number your ideas in order of difficulty (easiest first)• Decide which of these would best suit your audience, the offer or service you want to monetize	<ul style="list-style-type: none">• Subscribe to or download planning software you need• Start planning how to research what your audience needs. Making a systematic plan is really important, so you don't miss any area to explore• Set aside a concentrated time period for research today and tomorrow• Write down all the Facebook Groups, Forums and Membership sites you know would relate to your preliminary topic idea(s). Start looking back through them for comments and complaints, getting ideas for webinar topics or points.• Write them down
Tuesday	
<ul style="list-style-type: none">• Continue exploring Forums, Membership Sites and Facebook groups.• Go to Twitter or Hashtag.org and look for existing hashtags. Start brainstorming hashtag names for your event• Write the draft for a poll, refining it to your most important question and five potential answers• Create a survey asking what people would like to learn more about in a webinar setting. (No more than nine	<ul style="list-style-type: none">• Install the Facebook for Polls App. Create Facebook and Forum polls and deploy• Sign up for Survey Monkey, if you don't yet have an account. Create your survey and share the link via Survey Monkey's options.• Create Facebook and Forum polls and deploy• Go to LinkedIn, if appropriate, and poll any relevant groups you belong to, using the group's polling capacity. (Check the

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multiple-choice questions: One of them open ended for participant feedback, input, ideas.) Proof your survey.	<p>guidelines first.)</p> <ul style="list-style-type: none"> • Ask people on Google+.
Wednesday	
<ul style="list-style-type: none"> • Continue your research • Monitor responses and comments from all your outreach efforts • Interact! Acknowledge, “Like”, thank, clarify. • Ask more questions, if they occur to you • Decide what you’re going to outsource – and to whom • Continue to monitor and acknowledge feedback 	<ul style="list-style-type: none"> • Create a Landing Page. Position your webinar as a big incentive. You may not have your webinar topic finalized yet, but getting the Landing Page ready is a good way to keep moving forward while awaiting responses • Create an opt-in form • Purchase a generic webinar follow-up PLR package, if you are going to write your follow-up series yourself. Depending on how sure you are of your topic, you can customize it now or put it on your calendar for later <p>A great place to get premade PowerPoint slides is www.CoachGlue.com</p>
Thursday	
<ul style="list-style-type: none"> • Check for more feedback and respond • Revisit your webinar idea • Decide what offer you are going to present – and how • Make separate list for • Contact outsource contractors and line them up. Don’t hire sight unseen – check references and ask to see samples. Be very specific • Continue to monitor feedback 	<ul style="list-style-type: none"> • Work on planning bonuses or extra content (handouts, tip sheets, checklists etc.) that you can add to your webinar package. • Create a Facebook Cover Photo specifically for your event, if you are able to visualize it at this point • Create a Facebook App for your event <p>*NOTE: Even without complete information, you can get a solid start on anything editable!</p>
Friday	
<ul style="list-style-type: none"> • Finalize your webinar topic • Brainstorm the Title and finalize your keywords 	<ul style="list-style-type: none"> • Contact your proposed guests (one at a time, best choice first) asking if they would be free to do a webinar with on

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<ul style="list-style-type: none"> • Choose your outsourcing crew • Choose at least three potential special guests 	<p>the date you've decided. Don't worry about stats and dollar facts: Focus instead on why your webinar would interest their subscribers and show them you are ready to shoulder 90% of the work. Proof your letter carefully.</p>
Saturday	
<ul style="list-style-type: none"> • Proof and check your JV proposal again, if you're using a guest. Send it out. <p>*Note: This calendar time frame should be used as a rough guide only. There is really a three week period here to give you adequate time for preparation, learning curves and waiting for responses. The sooner you can finalize things, the better! Just push forward without letting up – you'll need every minute of spare time you can retrieve as the webinar date grows closer: Plus you must allow for promotion – and start it at your earliest opportunity.</p>	
Sunday	
<div>DAY OFF WITH FAMILY</div>	<div>DAY OFF WITH FAMILY</div>

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2-3 Weeks Before Your Webinar: Getting Things in Motion	
Monday	
<ul style="list-style-type: none"> • Create contract for outsource crew members. • Contact successful candidates and book • Provide each one with a calendar list of detailed expectations and a time frame for component completion • Make sure both you and your contractors have identical lists. Make sure everyone knows (a) how and when to check in (b) who is doing what, for when 	<ul style="list-style-type: none"> • Start writing your script • Finalize or assign: <ul style="list-style-type: none"> ○ Handouts ○ Landing Page ○ Optin Box ○ Email autoresponder series ○ Promotional material ○ Advertising <p>(Or shortcut this with a package from www.CoachGlue.com)</p>
Tuesday	
<ul style="list-style-type: none"> • Continue to work on webinar material. Set intervals for check-in, if you are using assistants or outsource contractors 	
Wednesday	
<ul style="list-style-type: none"> • Finalize or commission Facebook Page Cover Photo for the event, once you have finalized (a) the date (b) your guest speaker • Edit or commission your Facebook App • Go over script with special guest • Finalize date of appearance as guest blogger and/or radio guest for your guest speaker 	<ul style="list-style-type: none"> • Start blogging about your topic • Do some article marketing, if you can fit it in • Create or finalize your hashtag • Check in with team, if arranged • Create a Facebook engagement ad, if you like. Get it scheduled or running straight away – it should start running approximately three weeks before your webinar
Thursday	
<ul style="list-style-type: none"> • Keep monitoring feedback • Make a list of features you need in 	<ul style="list-style-type: none"> • Practice using the webinar service, if allowed.

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your webinar service. Check out options. Sign up for your webinar service	<ul style="list-style-type: none"> • Practice presentation!
Friday	
<ul style="list-style-type: none"> • Monitor promotion and feedback • Keep the conversation going • Create your slides from your script. (Get Power Point added to your MS Office if you have to; or go with a different system.) 	<ul style="list-style-type: none"> • Create Google Plus circle for your staff and guest. Have meeting with staff and guest via Google Hangout. Keep it private. See where everyone is and what has to be completed. • Make list
Saturday	
<ul style="list-style-type: none"> • Check your Facebook Page and/or feed for interactions. Respond • Decide what other plans or steps you need to add. • Review what you've accomplished • Check your metrics • Keep tweaking your posts and Page, and keep interacting with – and enjoying – your growing Facebook fan base! • Write more blog posts or articles • 	<ul style="list-style-type: none"> • You should start promoting your webinar at least 3-2 weeks before it happens – as soon as you feel you're in a finished state. Get your hashtag circulating. Try a quick preview call for a few selected members of your forum or friends, with or without your guest. Ask them to sit in on the final webinar and seed the questions period with questions, if no one else in the audience starts the ball rolling. • Ask them to ask questions you really think are important for attendees to hear
Sunday	
DAY OFF WITH FAMILY	DAY OFF WITH FAMILY

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Week Before Your Webinar: The Final Countdown	
Monday	
<ul style="list-style-type: none"> • All components should be complete by now. Check and proof them. Discuss them if you would like to with your team. • Install the final versions of things like Landing Pages and Cover Photos (or have them installed) • Run through your checklist to make sure everything is in place, with nothing left undone 	Rehearse
Tuesday	
<ul style="list-style-type: none"> • Keep promoting. Monitor response and tweak if you have to. • Encourage fans, subscribers and friends to spread the word 	Rehearse
Wednesday	
<ul style="list-style-type: none"> • Upload your offer and test all links • Send out reminders your webinar is TOMORROW 	Rehearse
Thursday	
<ul style="list-style-type: none"> • Send out reminders to general public and registrants morning of webinar; and again just before it starts • Ditto with tweeting (use your hashtag) • Let people know on Facebook and other social networks 	<ul style="list-style-type: none"> • Begin tracking and analyzing • Plan next webinar!

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Friday
RELAX!