

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

Checklist

☐ I have thoroughly researched what my market wants and needs right now via:

- ☐ Researching what's popular on Amazon; in magazines; in the news
- ☐ Creating surveys
- ☐ Creating Polls
- ☐ Studying Facebook comments
- ☐ Studying feedback on Facebook groups
- ☐ Asking on private membership sites or forums I belong to or run
- ☐ Studying comments in blogs and public forums
- ☐ Asking subscribers
- ☐ Other _____

☐ I have begun planning my webinar, including:

- ☐ Which type I am going to have
- ☐ Whether or not it will be:
 - ☐ Free
 - ☐ Paid

☐ I have decided exactly how I am going to monetize it:

- ☐ Pay for the webinar itself
- ☐ Use it to promote a...

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- ☐ Product offer
- ☐ Course offer
- ☐ Membership site offer
- ☐ Book
- ☐ Other _____

- ☐ Repurpose and repackage it into a post-webinar sales offer
- ☐ Monetize recordings or replay access
- ☐ Use it to add value to a membership or forum site
- ☐ Use it to present a course
- ☐ Sell it as a sample to my series of webinars on a topic
- ☐ Other _____

- ☐ I have studied my direct competitors, to see what general pricing ballpark to price my webinar within
- ☐ I have determined how high the perceived value of my webinar might be among my target customers or clients
- ☐ I understand I can choose to venture above this price point (or not) if:
 - ☐ I am adding bonuses my competitors don't offer
 - ☐ I am going to talk about something unique that will revolutionize how something is done
 - ☐ I am providing exactly what has been repeatedly asked for (and ignored)

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- ☐ I am bringing in an extraordinary guest expert
- ☐ Other _____
- ☐ I have considered partnering with:
 - ☐ A JV partner, and promoting her offer as an affiliate
 - ☐ A JV partner to validate my own offer (and paying her an affiliate commission)
 - ☐ A JV partner who is sharing both expenses and profits
 - ☐ A JV partner who is providing platforms and resources
 - ☐ A special guest expert
 - ☐ Other _____
- ☐ I have determined that this webinar is the best way to present my information or offer
- ☐ I have determined the format or type of webinar I need to run:
 - ☐ Single presenter (me)
 - ☐ Single presenter (other)
 - ☐ Interview type
 - ☐ Presenter and special guest joint webinar
 - ☐ Summit style, with more than one guest
 - ☐ Other _____
- ☐ I am going to:
 - ☐ Promote a product I am an affiliate for

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- ☐ With the creator as my special guest
 - ☐ Without the creator as my special guest
 - ☐ Teach a “how to” lesson
 - ☐ Present ground-breaking niche information
 - ☐ Give a sample of a webinar course or coaching
 - ☐ Promote my own product or book
 - ☐ Add as a resource to my membership site
 - ☐ Give as a bonus for sign-up or product purchase
 - ☐ Offer as a bonus to a JV partner
 - ☐ Present this as a free sample of a paid series in a niche topic
 - ☐ Other _____
- ☐ My webinar is going to be:
- ☐ Public, free for all
 - ☐ Public, paid
 - ☐ By invitation only
 - ☐ Closed for a private membership site or Facebook group
 - ☐ Free initially; then offered as a pay-on-demand webcast
 - ☐ For my subscribers only (as a bonus or special offer)
- ☐ My webinar is going to be:
- ☐ Pre-recorded as a webcast
 - ☐ Live

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- ☐ I have determined which of these options will bring in the most money:
 - ☐ Short term
 - ☐ Long term
- ☐ I am keeping in mind creating:
 - ☐ Loyal, long term customers through follow-up
 - ☐ A community
 - ☐ A Facebook Group based on:
 - ☐ The webinar topic
 - ☐ Purchase of my offer
- ☐ I have considered whether or not I am going to:
 - ☐ Do it myself
 - ☐ Hire an assistant
 - ☐ Create a team
 - ☐ Use any assistance my webinar hosting company offers as a paid option
 - ☐ Other _____
- ☐ I have considered whether or not there will be an appropriate advantage or ROI on enlisting:
 - ☐ A VA who specializes in Webinar set up to help with organizing and tech set up and handling
 - ☐ A video camera operator, if a web cam is not up to the job
 - ☐ A transcriptionist

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- ☐ A lighting technician for outdoor locations or live guests
- ☐ A copywriter – to come up with a script and/or handouts and bonus reports
- ☐ A publicist
- ☐ Other _____
- ☐ I have checked references for any contractor or employee I have decided to hire
- ☐ I have created, presented and discussed a detailed job description
- ☐ I have chosen:
 - ☐ A paid webinar hosting service
 - ☐ A free webinar hosting service
- ☐ My hosting service is [include URL]:

- ☐ I have double-checked carefully to make sure my hosting service:
 - ☐ Has all the features I need
 - ☐ Offers automatic recording
 - ☐ Doesn't have features I don't want (e.g. advertising other companies)
- ☐ I need a service that has room for _____ seats.
- ☐ I am using a USB headset and microphone (which I have tested)
- ☐ I have created a promotion plan for my webinar
- ☐ I have created a hashtag for my webinar and I not only using it, but asking others to share it
- ☐ My hashtag: _____

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- ☐ I have created:
 - ☐ A Facebook Cover photo to promote my webinar
 - ☐ A Facebook App to promote my webinar
- ☐ I have created my Autoresponder follow-up email series:
 - ☐ From a PLR package
 - ☐ Myself
 - ☐ By hiring a VA or copywriter
- ☐ I have created a script for my webinar that works for me – or I purchased training from CoachGlue.com to shortcut this step.
- ☐ I have read, observed and put into action “Step 8: Ten Ways to Make Sure Your Content is Organized, Focused, Dynamic and Exciting” from my Step-By-Step Template
- ☐ I have considered re-purposing my webinar (whether or not its initial incarnation was paid or free) to make sure I “don’t leave money on the table”
- ☐ I have created a landing page, using my webinar as its own incentive
- ☐ I have made sure joining my list is a part of the sign up process
- ☐ I have seeded my webinar with three or more attendees (and questions)
- ☐ I have aligned my webinar, its contents, its price and its format with my target audience
- ☐ I have shown people in my landing page, promotions and especially in the actual webinar how I can:
 - ☐ Save them money in the long run
 - ☐ Make them money in the short run
 - ☐ Improve the quality of their lives

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☐ Other _____

- ☐ I am continuing to build my community, post-webinar and I have other webinars or offers in the wings