

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

	Your Answers
1. What is my goal for choosing and creating this particular type of webinar?	<ul style="list-style-type: none"> <li>🍏 Present an offer (free webinar)</li> <li>🍏 Promote a JV partner's offer as their affiliate</li> <li>🍏 Introduce a new product or service</li> <li>🍏 Educate my market why they need _____</li> <li>🍏 Add value to a membership site I run/am creating</li> <li>🍏 Provide a sample of my services</li> <li>🍏 Present as a free offer, but plan to monetize the recording</li> </ul>
2. Who do I want to attract? (Be detailed)	
3. What is this target customer/client's learning style?	<ul style="list-style-type: none"> <li>🍏 Visual</li> <li>🍏 Kinesthetic</li> <li>🍏 Auditory</li> <li>🍏 Textual</li> <li>🍏 Other _____</li> </ul>
4. Why will they find this webinar irresistible?	
5. What do I have to offer that is unique? And why is this webinar the perfect format?	

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<p><b>6.</b> What bonuses or perks can I include to make the offer irresistible?</p>	<ul style="list-style-type: none"> <li>🍏 My “big name” guest speaker?</li> <li>🍏 The chance to learn a new or easier technique?</li> <li>🍏 Worksheets, checklists, templates; other handouts</li> <li>🍏 Other _____</li> </ul>
<p><b>7.</b> What personal or business challenges can I talk about that my audience can really relate to?</p>	<ul style="list-style-type: none"> <li>🍏 Use my authentic voice</li> <li>🍏 Be real</li> <li>🍏 Be honest</li> </ul>
<p><b>8.</b> What case studies can I use to prove my points?</p>	
<p><b>9.</b> What practical strategies can I teach to improve their challenges right now?</p>	
<p><b>10.</b> Is my content the highest possible</p>	<ul style="list-style-type: none"> <li>🍏 Look to see where you can provide the</li> </ul>

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quality?	extra gem – the technique no one knows that simplifies a common problem. A quick, real way to make a small amount of cash. The first step on journey
<b>11.</b> Have I really gotten to know my technology (i.e. my webinar service, all its options, features and accessories?	🍏 Don't just rehearse once: Spend several sessions with it. Look at every inch of your screen to see if there's a button you can press, a piece of anchor text to click.
<b>12.</b> Have I arranged for someone else to record it, if my plate is full? Do I have an assistant? Have I hired a transcriptionist?	
<b>13.</b> Do I have my script ready? My calls to action marked clearly in?	
<b>14.</b> Am I prepared for my question and answer session? Have I decided how long I will give them?	
<b>15.</b> Have I included talking up the bonuses in my script?	

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<p><b>16.</b> Is my bonus so high-quality that people would purchase my offer just to get it?</p>	<p>🍏 My bonus is:</p>
<p><b>17.</b> Have I included the guarantee in my script?</p>	<p>🍏 My guarantee is:</p>
<p><b>18.</b> Have I written a disclaimer into my script, if there's any content or statement that could be construed as giving medical or legal advice for which I am not qualified?</p>	
<p><b>18.</b> Areas of promotion I'm going to use...</p>	<p>🍏 Social media          🍏 Article Marketing          🍏 Blog posts          🍏 Facebook page/App marketing          🍏 Press releases          🍏 Interviews (blogs, radio)          🍏 Emails to subscribers          🍏 Facebook engagement ad          🍏 Other _____</p>
<p><b>19.</b> Have I remembered to write my thank yous into the script? My URLs I need to share?</p>	

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**20.** Am I ready to plan the next webinar and make them part of my online life?