CMC

THE CORPORATE MISFIT'S

Winning

Webinar

CHECKLIST

WINNING WEBINAR CHECKLIST

Webinars are a goldmine if you do it right! However, it can also be intimidating to do, especially if you're not sure about all the moving parts. This checklist will guide you through everything that you need to implement in your upcoming webinar.

I. WHAT ARE YOU SELLING?

- [ ] Determine what product you're selling in your webinar. You have to ensure that your webinar content aligns with what you're pitching.

II. WHAT LESSON ARE YOU TEACHING?

- [ ] In determining your webinar topic, offer a solution to a current pain point that your audience is struggling with. This should be something that your product answers to, so you can smoothly transition to selling without being sleazy.

III. CREATING YOUR WEBINAR CONTENT

Your webinar content should be clear, concise, and doesn't have a lot of fillers. Your audience will appreciate it if you get to the meat of your topic. You have to make them feel that their webinar was worth their time.

Here's what you will need:

☐ **Webinar Presentation Slides**

Your slides should have an attractive design but at the same time should be free from too many design elements that only distract your audience. You can go for a minimalist design but make sure it's not too plain and boring.

☐ **Webinar Title**

A good webinar title should be able to hook your audience. To do this, you have to specify a pain point and a solution to it. An example can be: 5 Crucial Sales Funnels To Automate Your Online Course Business

☐ **Main Points**

What are the main points you're going to discuss in your webinar? Outline them concisely and make sure that they make sense with your product.

☐ **Interactive Activities**

Create games or any interactive situations that you can do with your audience. It is critical that you make them feel involved or else your webinar will just feel like a generic lecture online. They need to remain engaged so when the time comes for you to pitch your product, you are met with less resistance.

☐ **Special Offer**

To entice your audience to buy your product, you should give bonuses, discounts, or make it available for only a limited amount of time. This way, they are more likely to act and you'll drive your conversion rate.

IV. PROMOTING YOUR WEBINAR

You can use a lot of marketing strategies to drive traffic to your webinar registration page. You can do this through the following:

☐ Email Sequence

Send out email invites to your list, or if you have the resources, you can also reach out to affiliates to market your webinar.

You will also need a couple of emails to help you set up for your webinar:

☐ Webinar Invitation Email
☐ Webinar Registration Confirmation Email
☐ Webinar Reminder Emails (before you go LIVE)
☐ Webinar Replay Emails (for those who missed it)

☐ Blog Posts/Videos/Social Media Posts

Create content around the topic of your webinar in a blog post and publish it either on your website or another affiliate to reach more audiences.

☐ Website Promotional Material

Before you start promoting, make sure that you have all of these covered:

☐ Webinar Sales Page/Registration Page
☐ Webinar Thank You Page
☐ Product Sales Page (where you will lead your audience after the webinar)
☐ Product Checkout Page

V. WHAT PLATFORM WILL YOU USE?

Last but not the least is to identify the platforms you'll use for your webinar.

- ☐ Webinar hosting software (Zoom, Demio, EverWebinar, WebinarJam, WebinarNinja, etc.)

- ☐ Email Service Provider (if you don't have one yet) so you can collect their emails after the webinar for future promotions

- ☐ Data analytics like Google Analytics or even Google Forms to gauge your audience's feedback to improve future webinars

- ☐ Affiliate payment and tracking tech to monitor your affiliate marketing