THE
Ultimate Webinar Success
CHECKLIST

Generate More Sales And Grow
Your Business Online Faster!

STRATEGY PHASE

☐ **1.** What is the purpose of your webinar?

Before you decide to do a webinar (or series of webinars), get clear on the purpose of your webinar(s). Always start by thinking with the end in mind. Are you using the webinar to promote a program, product, to record a training that you can re-use, sell or change into a blog post?

☐ **2.** What are you going to teach?

If your goal is to promote a program, you need show a sample of that program in your webinar. It needs to be enough content for everyone attending to feel it is valuable even if they don't buy, and also interesting enough to convert people to buy your program.

☐ **3.** How are you going to teach?

Decide whether you are going to share your screen and show how you do something or if you are going to have slides that walk people through a process. Also think about whether you will be on camera or not. It's a good idea being on camera as much as you can, even if you have slides or are sharing your screen.

☐ **4.** Who are you going to invite to your webinar?

You want to get the right people on your webinar who might be interested in what you are offering. These are your ideal clients and you need to know who they are. By knowing them really well, you'll know how to attract them to your webinar.

☐ **5.** How are you going to get sign-ups to your webinar?

It used to be very easy to send cold traffic straight to a webinar sign-up page but today that is more expensive since there are so many webinar offerings. Nowadays it makes more sense to warm up your audience first with free content like blog posts, resources, etc.

☐ **6.** How do you make sure people attend live?

Typically, only a fraction of those who sign up to your webinar actually show up live, but it is proportionally those live attendees who are most likely to buy your products. Therefore, you need to have a strategy on how to get more live attendees. On average, you can expect ⅓ to attend live, ⅓ to watch the replay, and ⅓ of those who signed up never show up.

STRATEGY PHASE

☐ **7.** How are you going to engage people during the webinar?

The more engaged your audience is during the webinar, the more likely it is that they purchase your offerings. Think ahead how you are going to use the chat box, possibly polls, or other activities that several webinar systems offer.

☐ **8.** Will you be offering something special on the webinar?

When you are using your webinars as a tool to promote your products, it makes sense to offer a bonus for a limited time during and even for a certain time after the webinar. This can also increase your live attendance if you announce it advance.

☐ **9.** Will you be offering a replay and how?

Offering a replay is a great way to reach those who did not show up for your webinar. Think about how long you want your replay to be available and how you are going to set it up so that it increases the likelihood of people purchasing your product.

☐ **10.** How are you going to follow-up after the webinar?

The sales are in the follow-up. By following up after your webinar you are more likely to get people to view your replay and sign up for your products. Decide how many emails you are going to send beforehand so you can write them in advance.

PREPARATION PHASE

☐ 1. Start early enough to prepare

When you are doing your first webinar it makes sense to start preparations 7-14 days in advance of your webinar date. If you are doing webinars all of the time like me, I don't need more than 3-4 days for preparation and marketing. Just make sure you allow enough time depending on what you need to do and how seasoned you are.

☐ 2. Decide your topic and the name for your webinar

Once you've decided your topic, you need to pick a marketing hook/title that reflects what you are going to teach and makes it exciting to sign up. Ideally the benefit of attending your webinar is somehow included in the title and/or subtitle of your webinar.

☐ 3. Write the copy for the webinar sign-up page and your ads

To save time, write copy that can be used in multiple ways, in posts, ads and on the sign-up page. Start with the reason why your ideal client should attend, then highlight what they are going to learn, when it is, and how they can sign up. Adapt your copy for each medium e.g. add hashtags where it makes sense and make longer or shorter copy depending on where you are posting it.

☐ 4. Proof read copy

Ideally, have someone else proof read your copy to correct any typos, time-zone issues, or other things you might have overlooked.

☐ 5. Create graphics for webinar

When you promote your webinars you need nice looking graphics that either show you or your ideal client and the name of the webinar, and/or highlight that this is a free training. Take time to create these graphics because that's the first thing people see.

☐ 6. Create a new form/list/group

Depending on your email marketing system, you need to create a new sign-up form/group to know who is signing up for your webinar. You want to be able to tag, group, or list everybody who signs up for this particular webinar so you can follow up. After the webinar, you need to be able to communicate with those who signed up for your webinar, but most webinar systems don't allow that directly.

PREPARATION PHASE

☐ 7. Set-up your webinar

Depending on your webinar system, you need to set up your webinar and connect it to your email marketing system or your landing page software to make sure that all sign-ups are registered to your webinar, and captured by your email marketing soft-ware for follow-up email campaigns.

☐ 8. Set-up reminder emails

If your webinar system has automated emails, take advantage of those for your reminders that go out after people have signed up for your webinar. You should send out a few reminder emails; the first one is the confirmation email that people are signed up, and then you should consider sending out a reminder email 24 hours before the webinar, 1 hour before the webinar, and even 15 minutes before.

☐ 9. Create a webinar sign-up page

Many webinar systems offer sign-up pages but most of those pages don't convert well and therefore it might be wise to use another software that is more likely to convert. Make sure your webinar sign-up page has exactly the same copy as your ad or post. You may want to test different layouts to get the highest possible conversion, anything below 30% is not good for a webinar sign-up page, try to achieve more than 50%.

☐ 10. Create a thank you page

Your thank you page should remind people of the date and time of the webinar and ideally have a link to add those details to their calendar, plus an invitation to share your webinar with other people.

☐ 11. Create a pretty link and/or short link

When using external tools like webinar systems and landing page software, I always create a re-direct link so that when people are signing up they are going through my own link. I also create a short link from that link with a tool like bit.ly to track clicks.

☐ 12. Test that all links work

When you believe you've set everything up, you should do a test sign-up yourself so that you know that everything is working before you send your link out.

MARKETING PHASE

☐ **1.** Create a newsletter to send to your email list

The most obvious attendees for your webinar are the people who are already on your email list. Depending on the purpose of your webinar (promotion vs. training), you'll write your invitation to the webinar in different ways to encourage everybody to sign up.

☐ **2.** Post webinar post on social media

Use all the social media channels you have to advertise your webinar, especially Facebook, Twitter, and LinkedIn, On Facebook, post the ad on your page and in the groups you run and also in other groups where you are allowed to post promotions.

☐ **3.** Post your webinar ad on Instagram too

Post your webinar ad directly on Instagram or through a tool like Hootsuite. Make sure to change the link in your profile to go straight to your webinar sign-up during your promotion and then switch it back to another link when the promotion is over.

☐ **4.** Create a FB ad in the Power Editor

Create at least two different kinds of Facebook ads depending on whether you are advertising to cold traffic (new people - no picture of you) or warm traffic (people who know you - picture of you). Advertise for website conversions to your sign-up page and target people who have liked your Facebook page, your website audience, and your email list. You can try to advertise to cold traffic (interests and pages) but it may make more sense to advertise only a relevant blog post to these new people, and invite them to your webinar after they've signed up through your blog post. You could also send them to a free download or resource i.e. eBook, guide, PDF, etc.

☐ **5.** Watch over FB ads

It takes about 24-48 hours to see if your ad is working well or could do better. Depending on the price of your program, you might be willing to pay more or less for your conversions. A website conversion for $2 is very good for a new audience but you should expect even lower for a warm audience, many are willing to pay much more as it takes a lot of testing to get low conversions. If you are just starting out, then you should be willing to invest $3-$5 per conversion.

☐ **6.** Check all settings once a day while the webinar is active

Anything can happen with technology so it is wise to watch over your sign-ups and ads every day or have an assistant check it for you.

MARKETING PHASE

☐ **7.** Repeat marketing - in groups and shares

Assuming you started to market your webinar 3-4 or even 5-7 days in advance of your webinar date, you will be repeating your marketing, sharing and posting, several times on social media before the actual webinar date. This is not just to get more people to sign up, but also to remind those who have signed up to attend.

☐ **8.** Prepare polls and offer for live and replay of webinar

During the marketing phase, you prepare everything you are going to do during the live webinar e.g. polls, questions, offers, bonuses etc. Some of these things you can and should integrate into your webinar system or include into your presentation.

☐ **9.** Prepare webinar presentation and content

No matter what you are going to teach on your webinar, I advise you to always prepare some slides that you can share on the webinar or at least have for you as a tool to remember what you are going to say during the webinar.

☐ **10.** Plan your webinar by the minute

Plan how much time you are going to use for your introduction, for your content section, for questions and answers, and don't forget to leave enough time for your sales pitch if you are selling something on your webinar. Typically, I spend a few minutes doing a meet and greet while people are joining the webinar, then about 10 minutes for the introduction, at least 40 minutes of teaching, 10 minutes for the close (sales pitch if I have one) and 15 minutes for the Q&A at the end.

☐ **11.** Testing your webinar system

If you have never done a webinar before or are switching to a new system, then I highly recommend you set up a separate test webinar with a friend or an assistant. Then you can practice sharing your screen, coming back on video, and also showing your slides. Always test the screen sharing feature and the full screen view of slides.

LIVE PHASE

☐ 1. Turn off things that slow down or distract your webinar

It is wise to re-start your computer and use cable internet or wireless, although wireless is supposed to be as fast or even faster than cable. Turn off syncing of files or anything that could be slowing down your computer in the background. Also turn off all notifications on your computer, phone, and other devices.

☐ 2. Check your set-up

Do a last minute check for your audio, and background/lighting if you are showing your face. Use a good quality headset as it gives your audience a better experience by having you sound clear, and it also reduces any background noise.

☐ 3. Get ready to go live

Log into your webinar system at least 30 minutes before to make sure everything is working correctly. Nobody is going to see you until you go live but you'll be able to communicate with your assistant if you have one and also any guest speakers you might have.

☐ 4. Go live

There can be a time lag of 10-60 seconds when you stream video over the internet, and therefore it is good to start your webinar broadcast 1 minute before the scheduled time so that when your audience joins they can actually see you live.

☐ 5. Go through your webinar as planned

No matter if you have 1 sign-up, 10, or 1,000 always do your very best and imagine you are just talking to one person who needs to hear your message. If you feel better doing Q&A in-between, then go ahead and do that. I prefer to do my Q&A at the very end. Just watch the clock to make sure you have time to cover everything you planned to do.

☐ 6. Watch over email and social media during live webinar and be ready with links

On almost every webinar, there is someone who wants to join last minute or doesn't find the link or cannot log onto the webinar. Therefore, it is wise to have a friend or assistant who can deal with email and social media and be ready with back-up links.

LIVE PHASE

☐ **7.** Blurriness on webinar

Some attendees will complain about your video being blurry, but this is just a part of live video streaming and is determined how fast their internet connection is (and yours). Be ready to explain that this is the way it is so that the discussion doesn't derail on this issue.

☐ **8.** Chat engagement

Because of the time lag from the video and almost zero time lag on the chat, you need to ask your questions early enough so that there is time for attendees to hear you and respond over the chat.

☐ **9.** Remove sign-up links and stop ads

If you have an assistant, he or she can use the time to re-direct sign-up links to the webinar, stop any advertisements you might still have running, and if you have changed the cover image on your Facebook business page or put up an ad on your website. You don't want anyone clicking those ads once the webinar has started (unless you have an evergreen webinar).

☐ **10.** Be ready to continue the discussion after the webinar

At the end of your webinar, you can offer your audience to continue the discussion inside your Facebook group. If you don't have a Facebook group or a similar forum, then offer your attendees some other way to ask follow-up questions. You want to keep the conversation going, especially if this a webinar where you are selling a product.

☐ **11.** Stop broadcast after webinar and check messages

When your webinar is over, you stop the broadcast with the designated stop button. Before you will logout or close your webinar system, check if there are any outstanding questions or messages in the chat you need to respond to. Also, make sure you can access the chat somewhere afterwards before you close it down.

REPLAY PHASE

☐ **1.** Wait for the replay recording

If you've used dedicated webinar software, the recording of your live webinar will be processed and added to your account. If using YouTube or Facebook Live, your video is going to be saved automatically into there. At first there is just a lower quality version of your webinar, but after 15-30 minutes, there is a higher quality version of the video in there.

☐ **2.** Add cover your video or pick cover frame

When using YouTube or Facebook Live, to make your replay look nicer, you can opt to upload a cover image for your video or pick a different frame that makes your webinar attractive to watch. You can also do this in platforms such as Vimeo and Wistia if you are doing it that way.

☐ **3.** Download webinar video

I assume that you would like to keep your video on your computer and/or upload it to another more dedicated video hosting site and therefore you should download your video once it's ready.

☐ **4.** Upload to video hosting site

I use Wistia but there is also Vimeo and other options to host your videos and lock them down for viewing for your courses and membership sites. You can also upload your video to a cloud such as AWS (Amazon Web Services).

☐ **5.** Create a replay page

Some webinar systems can automatically create a replay page for you but that page will typically not offer you many options to promote your products. Therefore, I prefer to use landing page software for my replay pages where I can place a big button below the replay video that offers those who are watching to join my program. I use Leadpages for this.

☐ **6.** Send out an email with the replay link

Within 24 hours of the live webinar, I send out an email to everybody who signed up for the webinar with the replay link. If your system allows it, then you can also be more specific and write different types of emails depending on whether people attended live, attended partially, or did not attend the webinar at all. I start by offering a 24-hour replay time to create a sense of urgency to watch it. But then increase it to 48 hours and sometimes even 72 hours due to popular demand. You may also opt for not offering any replay for highly valuable webinars or launch webinars when you want to create even more urgency.

REPLAY PHASE

☐ **7.** Add webinar to your course or membership if you have one

Sometimes my webinars get added to my private membership website where members can watch them any time they want. For this purpose, I need to create a page for a new webinar, embed the webinar, and add a description. You can also bundle up a series of webinars you do in your launch and sell them together, or add your webinar as a bonus to a course.

☐ **8.** Send out email to members

Once a new webinar is set up on my membership site, I send out an email to notify all members that there is a new video inside the membership site.

☐ **9.** Update your sales page if your webinar is for sale or as a bonus

AFTER REPLAY PHASE

☐ **1.** Turn off replay

Once the replay time is over, remove the webinar replay page. If using YouTube, change the video setting on YouTube from unlisted to private.

☐ **2.** Redirect replay link

If anyone visits your replay page after the replay is over, you need to send them to another page. This could be the sales page of your program or another page that has some information on how they can sign up for your next webinar or join one of your programs.

☐ **3.** Send a series of follow-up emails

Depending on whether your webinar was a regular training or a promotion for a program, send a series of follow-up emails after your typical replay email. The sales are in the follow-up, so never just send one or two emails, you need to send more follow-up emails with more information to make the sale. This is called a "nurture campaign".