

# WEBINAR CREATION CHECKLIST

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

- Researching what's popular on Amazon, in magazines, and 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 or Paid

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

- Pay for the webinar itself
- Use it to promote a:
  - Product offer
  - Course offer
  - Membership site offer
  - Book
- 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.

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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/or ignored)
- I am bringing in an extraordinary guest expert
- Other \_\_\_\_\_

I have **considered partnering with:**

- A JV partner, and promoting his or 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
- More than one of the above!
- 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
  - 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

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- 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 or live.

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 all myself (not recommended!)
- Hire an assistant
- Create a team
- Use any assistance my webinar hosting company offers as a paid option
- Other \_\_\_\_\_

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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
- 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 webinar 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 am not only using it, but asking others to share it.

My hashtag: \_\_\_\_\_

I have created a Facebook cover photo to promote my webinar and a Facebook App to promote my webinar.

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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.

I have **considered re-purposing my webinar** (whether or not it was initially offered as a paid or free product) 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
- Other \_\_\_\_\_

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

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