



ConvertKit

Run Your Webinars Like a Pro Checklist

8 Weeks Before Webinar

△ Settle on a topic

△ Select host and guest speaker

Whether you're hosting the webinar or you're bringing someone in, all good webinars have both a host and a guest speaker to help facilitate conversation and webinar logistics.

△ Set your goal for the webinar

Determining your goal now will help you determine how you'll run your webinar. Are you looking for lead nurturing, testing out material for a new course, etc?

△ Identify your target audience

Narrowing your topic to hit a specific audience will help you prepare a presentation tailored just for them.

7 Weeks Before Webinar

△Pick a date

Consider when your audience is most available. Think time zones, work schedules, lunch breaks, after kids go to bed- all the things.

△Choose webinar platform to use

5 Weeks Before Webinar

△Create registration page

Should include:

- △Title
- △Description
- △Form
- △Date/time
- △Sign-in info
- △Host and guest speaker headshot

△Create outline for webinar

△Create first draft of webinar deck

Create slide show
Write strong script

4 Weeks Before Webinar

△ Create promotional kit for presenters, hosts, and any sponsors

Include social media graphics, swipe copy, shortened urls, etc.

3 Weeks Before Webinar

△ Promote, promote, promote!

Let your audience know about your upcoming webinar through social media, blog posts, emails to your list, and any other promotion channels you have.

2 Weeks Before Webinar

△ Upload webinar deck into platform (if applicable)

△ Run a test webinar

Test it all! Audio, slide deck, visuals, links etc.

1 Week Before Webinar

△ Create a survey for your attendees to fill out

Include questions that will help you run even better webinars in the future and find out what topics they want to hear more on.

△ Write outline for follow up emails

One will be sent to your attendees and the other will be sent to people who registered but didn't attend the webinar. Both will give a brief summary of what you taught in the webinar and will contain a link to the recording.

Day Before Webinar

△Send a reminder email

Just a quick email here with sign-in information.

Day of Webinar

△Send another reminder the morning of the webinar

Again, just another quick email with webinar information- sign-in information, time, etc.

△Day of promoting

Get your audience excited with a some social media buzz throughout the day leading up to your webinar.

△Set your space

Find a quiet space. Make sure there will be no interference or noises during your webinar. Turn off your phone or anything else that could distract you.

△Be early!

Both guest speaker and the host should be set and ready to present 30 minutes to start time.

△Check your tech

Make sure everything is ready to- audio, visuals, recording, any chat tool you're using, etc.

During the Webinar

△Hit record

A recorded webinar can be repurposed for content upgrades or blog posts in the future.

△Adjust the registration page

Let anyone who happens to land on the page during your webinar know that it's in progress and should jump in.

Right After the Webinar

△Convert recording to viewable file (if applicable)

△Adjust the landing page again

Communicate that the webinar is over, but have a link to the recorded webinar for on-demand purposes.

Day After Webinar

△Send follow up emails to attendees

Include the link to your recording so they can reference it if needed.

△Send follow up to people who registered but didn't attend

Tell them you missed meeting them, and include a link to your recording so they can watch when they're ready.

Happy Dance!

You did it! You just crushed that webinar. Now, what will you teach in your next one?