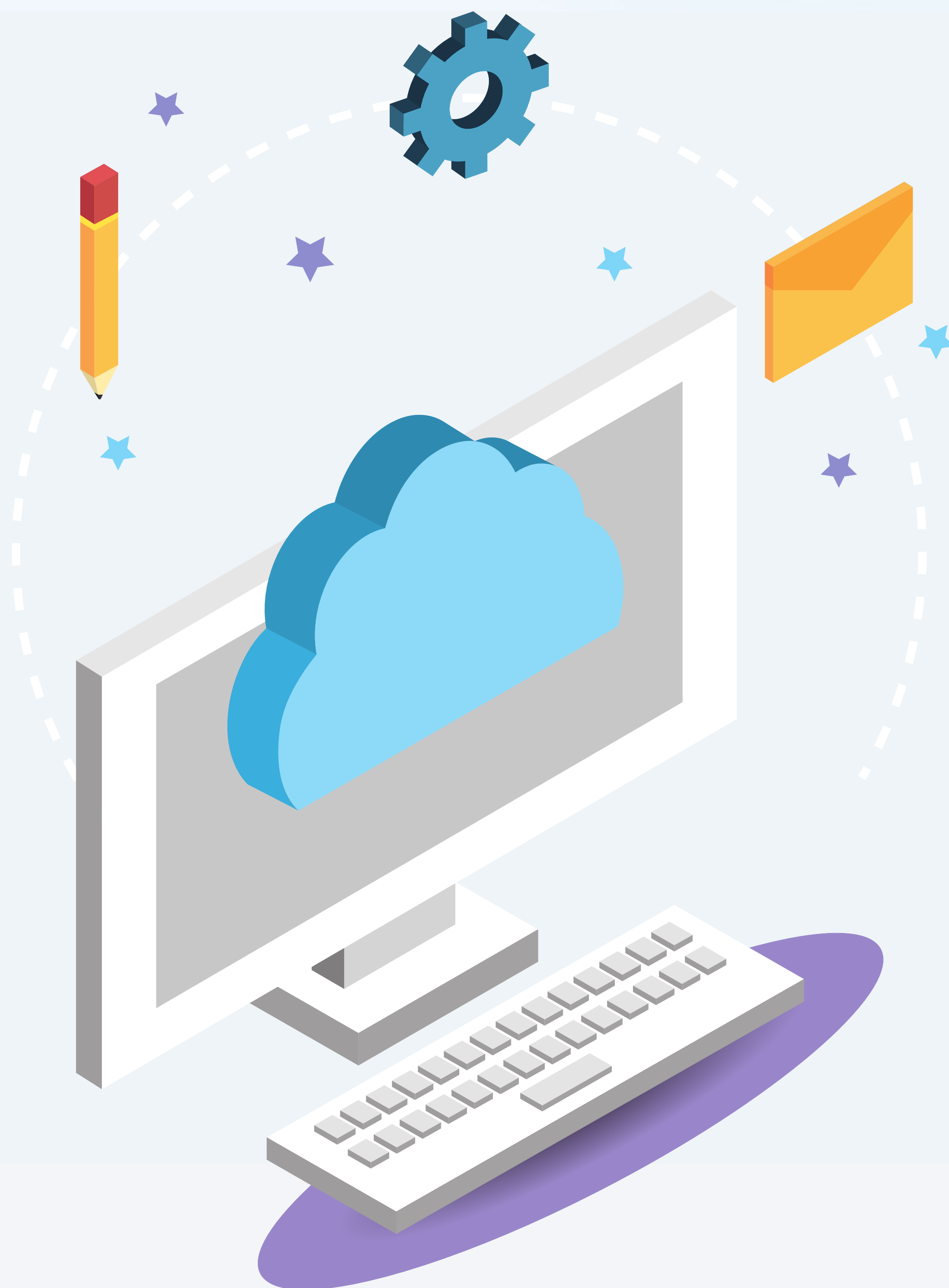


PLANNING YOUR LIVE EVENT CHECKLIST



Planning Your Webinar Checklist

To Save This Document to Your Own Google Drive...

In the upper left-hand corner of this document, please click on “File” and “Make a Copy” to save this document to your Google Drive. That way you can fill in your answers directly on the worksheet. If you’re using Word, you can go to “File” and “Download” to select Microsoft Word.

Instructions:

Follow this step-by-step checklist to make sure you begin with the end in mind and have the right plan in place for your webinar. Answer the questions in the spaces provided.

What is the goal of my webinar?

Example: To generate leads for my coaching program or my service.

Example: To build trust and awareness with my audience without making an offer.

Example: To sell my online course directly without a sales call.

- *I know the goal of my Live Online Event (check this off when you’ve answered the question below).*

Your Answer:

When will I host my Live Online Event?

Day of the Week Recommendations:

I recommend you host your webinar on Tuesdays, Wednesdays, or Thursdays.

Time of Day Recommendations:

For the time of day to host your event think about your ideal clients. Where are they located in the world? Are they working a 9-5? Are they small business owners who can block an hour in the middle of their day? Choose a time that your audience has the best chance of attending.

The research suggests that 10 am or 11 am is the best time to host a Live Online Event but know your audience.

Recommended Window to Host Your Live Online Event:

Give yourself 8 weeks from the start of this program to launch your new event.

Put a tentative date and time on your calendar. This will help guide the rest of your implementation. You can always push it back a week if needed.

- *I have chosen a tentative date and time to host my webinar and placed that date and time on my calendar.*

Your Answer:

How will I PROMOTE my webinar?

For most of you, you'll either email your existing email list and/or reach out via social media or your current contact lists to invite people to attend. Don't worry about the details of inviting your people yet, just write down what you're going to do at a high level to get your current connections to attend.

Example:

- Email my subscribers
- Post on LinkedIn
- Look through my phone and personal email inbox and make a list of previous contacts to invite

- *I have chosen HOW I will promote my Live Online Event by placing my answer in the box below...*

Your Answer:

What Software and Equipment Will I Use to Host my Event?

For nearly all of you, I recommend Zoom. If you have a Zoom meeting account you can use that. If you have a bigger email list and expect closer to 100 people, you want to upgrade to a Zoom webinar account. Don't worry about setting things up yet, just choose the software and equipment you plan on using then purchase those items.

⇒ [Here is a short list of the basic equipment I recommend](#) ←

- *I have chosen the software and equipment I will use to host my Live Online Event*

- *I have purchased my equipment.*

Your Answer:

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⇒ [Open up your Low Cost - Low Tech Checklist](#)←

- *I have chosen the software and equipment I will use to host my Live Online Event*

- *I have purchased my equipment.*

Your Answer: