



Checklist 5 - The Ultimate Guide to Webinars

Project Name: _____

Date: _____

Yes No

Are you ready to use webinars to make your business even more successful than before? You can turn your business around with effective content in the form of webinars. Here is a checklist to guide you:

- 1 Start by trying to nail your buyer personas.
- 2 Include information like age, salaries, job titles, pain points and goals and interests.
- 3 Work on crafting your message for the right people.
- 4 Make a list of challenges your target customer is facing and highlight how your business can solve these.
- 5 Spend time on picking your webinar topic.
- 6 Make use of the pain points to come up with engaging topics for the webinar.
- 7 Make sure to focus on value and education while you deliver the pitch.
- 8 You can find out what your customers want from your webinar by sending them a survey with options included.
- 9 Also, ensure that your topic relates to the product and service you are selling to make sales.
- 10 Never forget to write a script for the webinar.

Notes



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- 11 Set the date and time before you invite people to show up.
- 12 Host the webinar ideally on Tuesday morning between 10 am, and 11 am.
- 13 Choose an excellent platform to run your webinar on.
- 14 You can use platforms like GoToWebinar, Zoom, Crowdcast, Join.me, Zoho Meeting etc.
- 15 Carry out a few rehearsals before you get into the actual deal.
- 16 Practice your way around the software you are using and your script.
- 17 Never forget to promote your webinar.
- 18 Lastly, never forget to do a follow-up with your attendees.
- 19 Provide the attendees with a push to complete one of your goals by:

Sending emails to people who took the webinar with a discount code
Asking for feedback and ideas for more topics
Recording the webinar and sending it to everyone who signed up

Notes