

Digitally Speaking

7 Day Webinar Checklist

A Week before the Webinar: (this is all for Goto Webinar)

- Select Your Webinar topic, create a catchy title, and your USP, message, or hook
- Develop Your Outline
- Use PicMonkey, Canva to create promotional graphics for your Social Media Outlets (Pinterest, Facebook, Twitter, Instagram)
- Create a webinar specific mailing list in Constant Contact or whichever you use
- Set up your webinar in Goto Webinar (copy link)
- Create one post on your Facebook page promoting webinar (linked to registration page)
- Post one graphic or infographic linked to registration
- Post the promo graphics you made to Instagram twice
- Don't forget to change the link in your Instagram profile to the webinar registration page
- Post a promo graphic with the webinar registration up to 3 times the week of the webinar. Create an post a Periscope talking about the webinar.
- Create a blog post about the webinar, why you're doing it, some valuable info about it, announcing the upcoming webinar
- In LeadPages, create a registration page with countdown, and a thank you page with key info. Set up an auto response in registration page to let the attendees know that you will send a link to the live webinar an hour before it starts.
- Schedule 2 emails in Constant Contact to send the day of the webinar: one hour warning with the link, 15 minute warning with the link. (set it up on auto responder)

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The Day of the Webinar:

- Finish up slides
- Practice
- Promote one last chance to register on Facebook, Twitter and Instagram
- Send out your two (scheduled) email reminders if you do not have them on autopilot, to webinar list with the live link
- Get onto webinar page early to practice, test technology, show screen, and chat with attendees 10-15 minutes before scheduled time. When ready to start, hit start broadcast, and then the record buttons.
- During webinar do shout outs, review question box, do polls

After the Webinar :

- Send recorded webinar to those who registered
- Change lead pages registration page to mention that the webinar has already occurred, and mention the webinar they can sign-up to be invited to future webinars
- Send out the essential post-webinar emails to those who were on the call, those who registered and didn't show (using these will increase your sales.
- Facebook, Twitter, Instagram: One post reflecting on the webinar
- Look for any tweets, posts about the webinar and comment
- Export your webinar list as a CSV if used in mail chimp or other free / trial service, then add it as a group in your main newsletter list. If using your main service, merge list into main lists and delete the webinar list.

5 Top Tips For Being HEARD

Being ‘heard’ is something most individuals want. It drives our need to feel valued, making a mark, and for most of us, our self esteem

1

Authenticity / Genuineness

Being comfortable in your own skin, and being secure enough in knowing who you are, warts and all - *despite* external forces.

2

Commitment / Conviction (Passion)

This is the inner belief that what you have to say is important, powerful, impactful and meaningful. If you don't believe yourself neither will others.

3

Confidence

Related to #2 and #1, confidence is the security in what you have to say, and you are not looking outward for others' approval.

1

Delivery

Delivery is how you present what you have to say in visual & auditory form: tone of voice, body language, energy, style.

1

Engaged

Being in the moment, listening, and participatory. Engaged is about drawing the other person in to the conversation.

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Integrated Marketing and
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Founder of the Emerging Speakers Bureau
Author of Boomerang Babci

If You're looking to take your Speaking to the next level,
get the only Wingman you'll need.

I specialize in getting you online, heard, found, and
making money.

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