

4-WEEK TIMELINE PREP

Have a bias towards
action - let's see
something happen now.
You can break that big
plan into small steps and
take the first step right
away."

Indira Gandhi

Monday

1. Plan the date/time for your webinar.
2. Work backwards with the calendar to plan prep time AND time to promote.
3. Research webinar platforms that fit your budget.
4. Research on-demand webinar platforms
5. Guest Speakers booked & confirmed for challenge and/or course

Tuesday

1. Schedule planning time for each of these webinar funnel items:
 - Ideal client demographics
 - Facebook Ad campaign start/stop dates
 - Webinar registration page
 - Thank You page
 - Webinar slides plus script or notes
 - Plan follow up email series
 - Onboarding system for new clients
2. Decide if you'll need to outsource some or all of these tasks.
 - If so, start contacting some contractors

Wednesday

- Start planning your webinar topic with a brainstorming list of ideas.
 - Take a new look at blog post comments and social media discussions for ideas.
 - Think of your own personal experiences.
- Revisit the demographics of your ideal audience. (Take notes of any changes to your market.)

Thursday

1. Brainstorm your CTA and special offer.
 - What do you want attendees to do next?
 - What do you want them to buy that will help them solve a problem?
2. Set the specifics of your webinar:
 - Date and time
 - How many prospects do you want to attend?
 - Will you offer a replay or on-demand option?
3. Make a decision about which webinar platform to use.
4. Guest Speakers booked & confirmed for challenge and/or course
5. Setup Podcast/Media Interviews
6. Domain obtained
7. Prizes obtained (if applicable)
8. Create & schedule blog posts
9. Create Sign-up Pop-up
 - a. On-brand/Clean/Simple

Friday

1. Review your week.
2. Catch up on finishing all tasks.
3. Schedule next week.

Monday

- Landing Sales Page w/ sales video (facebook pixel integrated)
- Create your registration page (or outsource it) with a:
 - Enticing headline
 - Call to action
 - Email capture form
- Create a compelling headline and bullet point list of benefits.
- Make your CTA stand out from the page
- Decide if you want to offer a freebie to use during the webinar and start planning/creating it now.

Tuesday

- Create a thank you page with these elements:
 - Confirmation of date, time, and how to access the webinar
 - Add to calendar options
 - Optional: Social media share buttons
 - Optional: A link to download a complimentary workbook or cheat sheet they can use to follow along during the webinar
 - Optional: A headshot and short bio that explains why you're the go-to expert on this webinar topic
- Create email tags or a new list to keep these registrants separated from your general list

Tues: cont

- Create email sequences:
 - Thank you series & reminders
 - 2- week Pre-challenge automation
 - Challenge & Course Automations
 - Post-Course nurture

Wednesday

- Start planning your Facebook Ad campaign.
 - Choose starting and ending dates.
 - Brainstorm some headline ideas.
 - Decide if you want/need to outsource this task. ◦
 - If so, start contacting copywriters for pricing and availability.
- Schedule graphics & posts in Hootsuite

Thursday

- Choose image(s) for your campaign.
- Or pre-record a video (optional).
- Start copywriting the ad using the PAS formula.
- Consult a Facebook Ad expert or business peer for their advice and/or feedback.
- Create shareable graphics

Friday

- Review your week.
- Catch up on finishing all tasks.
- Schedule next week.

Monday

- Test your registration page and autoresponder sequence.
- Start promoting to your email list and social media followers.
- Do you have an affiliate program? Ask your affiliates to promote with their unique links.
- Schedule a promo calendar to promote the webinar registration every day.

Tuesday

- Set up your Facebook Ad campaign:
 - Demographics
 - Budget
 - Duration
 - Type(s) of Ad
- Decide if you need just the Landing Page ads or if you want Retargeting ads, too.
- Schedule Facebook Events

Wednesday

- Map out your webinar content.
 - Short intro
 - Value content
 - CTA
 - Special offer
- Choose a slide design that compliments your branding.
- Create your slides – white space is your friend!
- Outsource this task, if necessary.

Wednesday Cont.

- Create Worksheets & Quizzes
- Learning Management System set up (Wordpress w/ Learndash)
- Ensure payment system set up

Thursday

- Practice your presentation using your webinar outline.
- Decide if you want to write a script based on your outline of bullet points.
- Time your presentation
 - Aim for 35 minutes
 - Add 10 minutes for Q&A
 - Add 15 minutes for special offer

Friday

- Review your week.
- Catch up on finishing all tasks.
- Schedule next week.

Monday

- Craft an “after webinar is complete” email autoresponder sequence.
 - Thank you for attending
 - More details about your special offer
 - Special offer is about to expire
 - Don’t miss this special offer!
 - Regular emails pick up after the offer expires
- Check on your Facebook Ad stats and make any changes as necessary to your image and/or copywriting.
- Track your ad results.

Tuesday

- Put the finishing touches on your webinar slides.
- Keep promoting your webinar.

Wednesday

- Practice using your webinar platform.
- Ask a business friend or your VA to assist or to act as your practice audience.
- Create & Set-up Affiliate Promos

Thursday

- Keep promoting your webinar until it goes LIVE.
- Keep tracking your ad campaign results.
- Answer ALL questions that appear on your blog, via email or your contact form, and on social media platforms.

Friday

- Review your week.
- Catch up on finishing all tasks.
- Schedule next week.
- Declutter and update your office, hardware, equipment, etc.
- UNPLUG FOR THE WEEKEND!