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The Webinar Prep Checklist

A webinar can sell more in an hour than a month of posts, but only if the details are handled. Registration, reminders, tech, and a clear offer all have to line up. This checklist walks you through preparing a webinar calmly, so you can focus on delivering value instead of firefighting on the day.

Project: _____ Date: _____

Part 1 - Plan It

- ☐ 1 **Choose one clear topic and the offer you will make at the end.**

The talk and the offer should feel like the same story.

- ☐ 2 **Set the date and build a simple registration page.**

Ask only for name and email so registrations stay high.

- ☐ 3 **Outline the session: teach first, then transition to the offer.**

Earn the right to sell by delivering real value first.

Part 2 - Fill The Room

- ☐ 4 **Promote registration to your list and social channels.**

Most sign-ups come from your own audience, so start there.

- ☐ 5 **Set up reminder emails for the day before and the hour before.**

Reminders are the difference between registrations and attendees.

- ☐ 6 **Test your tech: audio, screen share, slides and internet.**

A five-minute test the day before prevents a live-day disaster.

Part 3 - Deliver And Follow Up

☐ 7 **Show up early, deliver value, and make your offer clearly.**

Do not fade out at the offer. State it with confidence.

☐ 8 **Send the replay and offer details to everyone who registered.**

Many buyers watch the replay, not the live. Never skip this.

☐ 9 **Follow up with a reminder before your offer deadline closes.**

The post-webinar sequence often out-earns the live event itself.

PRO TIPS

- Practise your offer out loud until it feels natural. That moment is where the money is made.
- A small live webinar you actually run beats a big one you keep postponing.
- Selling On Webinars is a complete volume inside IM Checklist AI when you want the full playbook.

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