



Webinar To Do Checklist

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STRATEGIC PLAN FOR:

- * Create a Workshop Product \$197 to \$497 for each pillar (topic) of your vortex
- * Create a Low-End Product (\$47 to \$197) for each pillar (topic) of your vortex
- * Create a High End back end product (\$997 to \$10,000) that covers all of the pillars (topics) of your vortex
- * Create a FREE Preview Webinar that can be used to grow your list on an ongoing basis, one for each pillar (topic) of your vortex

TO DO LIST for COMPONENT #1 - FREE PRVIEW WEBINAR:

FREE Preview Webinar (at the end sell tickets to the \$197 to \$497 LIVE Workshop)

GOAL: Do the 1st Preview Webinar by [DATE]

GOAL: Get 500 to 1,000 subscribers between [DATE] and [[DATE - 30 days later] by doing 3 or 4 LIVE Preview Webinars with each having 100 live listeners in the webinar

GOAL: Get [# OF SALES] sales of the LIVE Workshop at \$197 to \$497 each

GOAL: Create a REPLAY that you can use to build your list forever!

- 1) Create the Powerpoint Presentation for the FREE Preview webinar -- at the end of it, include the offer for the LIVE \$197 to \$497 Workshop
- 2) Create the sales page for the Workshop at \$197 to \$497 each
- 3) Create 4 emails to invite people to the preview webinar
- 4) Create 4 emails to invite people to watch the replay of the preview webinar
- 5) Create 6 to 10 blog posts that invite people to attend the LIVE Preview Webinar (HINT -- repurpose the 8 emails that you wrote to turn them into blog posts!)
- 6) Have a graphic created for the \$197 to \$497 Workshop Product
- 7) For each Preview Webinar, create a Facebook Event & a Google+ Event and invite your Facebook Friends/Fans and your Google Contacts to each of the free events
- 8) Create the opt in page for the free preview webinar
- 9) Setup whatever tool you will use to do the free preview webinar (GotoMeeting / GoToWebinar/ Google+ Hangout tied to YouTube / etc.)
- 10) Thank you page for the free preview webinar to tell them how to attend the Free Preview Webinar



- 11) 3 Reminder emails that get sent out to those who sign up for the free webinar to remind them to show up for the webinar
- 12) For yourself and JV Partners to use, create as many promo tools as you can --
 - Banners to put on your website
 - Facebook messages
 - Tweets
 - images for Pinterest
 - Articles that promote the preview webinar
 - Press releases that promote the preview webinar

TO DO LIST for COMPONENT #2 - LIVE WORKSHOP 1 OR 2 DAYS VIA WEBINAR:

PAID Workshop Webinar (at the end of it, sell tickets to Workshop #2)

GOAL: Do the LIVE Workshop by [DATE]

GOAL: Use the recordings of the LIVE Workshop to create your 1st Mid-range product

GOAL: Use the recording of Module 1 of the LIVE Workshop to create the LOW-END product that pillar or petal

GOAL: Use the LIVE Workshop & the Recording of it to sell people into the 2nd LIVE Workshop (for the 2nd topic of your vortex) at \$197 to \$497 each

- 1) By the time you start the LIVE Workshop, you need to have the sales page ready to go for Workshop #2 on the 2nd topic of your vortex
- 2) Plan out the content of the 4 weekly calls and create the Powerpoint presentation for each one of them -- include an offer for the 2nd LIVE Workshop at the end of each one
- 3) Setup WishList Member and WP Courseware to deliver the recordings to the attendees and to deliver the details on how to access the LIVE Workshop
- 4) 3 emails that remind them about each of the LIVE Workshops that are setup in your autoresponder and scheduled to be sent out 3 days before, 2 days before, and 1 hour before
- 5) Setup whatever tool you will use to do the LIVE preview webinar (Calliflower / GoToWebinar/ Google+ Hangout tied to YouTube / etc.)
- 6) Private Facebook Group that they can use during the webinar to interact with one another, get questions answered b4 & after the workshop, etc.
- 6) Thank you page for the workshop product to tell them how to attend the live Webinar and/or download the evergreen product
- 7) 3 Reminder emails that get sent out to those who paid to remind them to show up for the live workshop or to watch the replay in the evergreen
- 8) For yourself and JV Partners to use, create as many promo tools as you can --



- Banners to put on your website
- Facebook messages
- Tweets
- images for Pinterest
- Articles that promote the preview webinar
- Press releases that promote the preview webinar

2b) MODULAR BLOG

GOAL: Get your blog up, setup the categories to correlate to your Pillars or Petals
(You'll find a 20-step Checklist for setting up a Modular Blog in the Motivation to Profit Group on Facebook. www.joindu.com/mtpfb)

- 1) Get the settings setup correctly
- 2) Get WishList and WP Courseware setup with the free membership level and a paid membership level
- 3) Get your theme looking the way you want it
- 4) Start blogging
- 5) Setup your sidebars for each category

TO DO LIST for COMPONENT #3 - CREATING A HIGH END PRODUCT:

CREATE THE HIGH END PRODUCT FOR YOUR VORTEX -

Sell a package that contains all of the Workshop products packaged together at the high end of your funnel - \$997 to \$9,997

Add a LIVE weekly Q&A Webinar to it that gets recorded -- where every participant can work 1 on 1 with you in a group setting



TO DO LIST for COMPONENT #4 - LOW END LEAD GENERATING PRODUCT:

CREATE THE LOW END PRODUCTS FOR YOUR VORTEX -

PAID Evergreen Low-End product (either ebook or audio course) for each topic of your vortex - each sells for \$27 to \$97 and contains just the 1st module of each of the PAID Workshop Products

After someone buys the low end product, take them to an upsell to purchase the mid-range workshop evergreen product on that topic at \$197 to \$497

Maybe add a checklist, flowchart, or mindmap to the materials to give it more value

For yourself and JV Partners to use, create as many promo tools as you can --

- Banners to put on your website
- Facebook messages
- Tweets
- images for Pinterest
- Articles that promote the low end product
- Press releases that promote the low end product