

Webinar & Virtual Event Marketing — Workbook

This workbook is your implementation companion for the Webinar & Virtual Event Marketing course. Work through each section in order — by the end you will have a complete event plan, a promotion calendar, a live script outline, and a post-event analytics tracker ready to deploy for your first or next webinar.

Strategy, Topic Selection, and Offer Positioning

Define your webinar model, choose a topic using the Problem-Promise-Proof framework, and design the offer before writing a single slide.

Exercise: Webinar Model Decision

Review the three webinar revenue models from Module 1. Answer each prompt to determine which model fits your current product and audience stage.

- What is the primary business outcome you want from this webinar: build the email list, close a paid offer, or sell tickets to a paid workshop?

- What is the price point of the offer you plan to present or promote? How does that align with the model benchmarks (\$47–\$297 paid workshop vs \$297–\$997 live pitch)?

- Do you have an existing email list of at least 250 subscribers, or will you rely primarily on paid traffic? How does your answer affect which model is viable right now?

Worksheet: Problem-Promise-Proof Topic Builder

Fill in each field to construct a webinar topic that attracts qualified registrants. Draw on the research methods from Lesson 1.2 (Reddit, Amazon reviews, support tickets).

Top 3 problems from your list/customers (raw language, not polished):

Selected problem to focus on:

Specific result promise (include a number and a timeframe):

Constraint or method that makes the promise believable (e.g., no paid ads, in 30 days, without X):

Proof point or credibility element (result story, client outcome, data point):

Draft webinar title combining Problem + Promise + Proof:

Checklist: Offer Architecture Pre-Flight

- Core product is defined with a single transformation statement
- Fast-start bonus identified (template, checklist, or done-for-you asset)
- Community or accountability element included in the offer stack
- Guarantee written out (minimum: 30-day no-questions)
- Full value of the stack stated in dollar or time terms before price reveal
- Price point confirmed as appropriate for webinar close (\$297–\$997)
- Bridge Slide drafted: left side = what attendees learned; right side = what they still cannot do alone; gap = your offer

Registration Pages, Promotion, and Show-Up Systems

Build a converting registration page, plan your 14-day PESO promotion calendar, and configure a five-touch reminder sequence.

Worksheet: Registration Page Copy Draft

Write each element of your registration page using the six-element framework from Lesson 2.1. Aim for the warm-traffic benchmark of 40–65 % conversion.

Headline (10 words or fewer, benefit-led):

Subheadline (names target audience and timeframe):

Bullet outcome 1 (specific, result-oriented):

Bullet outcome 2:

Bullet outcome 3:

Host credibility line (one sentence + one proof point):

Event logistics (date, time, duration, platform):

CTA button text (action verb + outcome — avoid 'Register Now'):

Exercise: 14-Day PESO Promotion Calendar

Using the PESO calendar template from Lesson 2.2, map your specific channels and messages for each touchpoint. Fill in the content for each day using your actual platforms and list size.

- List every channel available to you today (email list, Facebook, Instagram, LinkedIn, paid ads, affiliate partners). Estimate the registrant volume each can realistically contribute.

- For your email announcement (Day 1), write the subject line and a two-sentence preview of the body. What result story or data point will anchor the email?

- Which one channel will you invest \$10/day in for paid promotion, and what is your target cost per registration based on your offer's RPR?

Checklist: Five-Touch Reminder Sequence Setup

- Confirmation email written with calendar .ics attachment, login link, and one preparation instruction
- 48-hour reminder written — leads with the transformation promise, includes a teaser resource
- 24-hour reminder written — includes a single pre-work question to build commitment
- 1-hour reminder written — plain text, login link in line one
- 10-minute SMS or platform push configured and tested
- All reminder emails tested across Gmail, Outlook, and mobile with a seed address
- UTM parameters added to every link in every email and ad
- Platform calendar integration enabled on the confirmation page

Live Event Execution and the 3-Act Webinar Script

Complete your technical setup checklist, write your 3-Act script outline, and plan your engagement interventions for the live event.

Checklist: Technical Pre-Show Checklist

- USB microphone or XLR mic + interface tested — no echo, no hum
- Webcam at eye level, 1080p or higher, background clean or virtual background loaded
- Wired ethernet connected; mobile hotspot charged and ready as failover
- Screen notifications disabled (macOS Focus Mode or Windows Focus Assist)
- All poll questions loaded in platform before going live
- Order page, bonus download, and offer links open in dedicated browser tabs
- Non-essential apps closed (Dropbox, Slack, browser extensions)
- Test broadcast run 30 minutes before with co-host or VA verifying from attendee view
- 60-second backup intro video recorded and accessible to VA
- Moderator briefed with three tasks: flag best Q&A, handle tech issues in chat, paste offer link on cue

Worksheet: 3-Act Webinar Script Outline

Fill in each section of your script outline. Write the full opening hook and the Bridge Slide language — these two moments have the most leverage on conversion.

Act 1 — Opening hook (counter-intuitive statement or surprising data point, 1–2 sentences):

Act 1 — One-sentence statement of what attendees will be able to do by the end:

Act 1 — Disqualification: who this is NOT for (builds trust with people who stay):

Act 1 — 90-second credibility story (your result or a client result with specific numbers):

Act 2 — Teaching chunk 1 name and key insight:

Act 2 — Teaching chunk 2 name and key insight:

Act 2 — Teaching chunk 3 name and key insight:

Act 3 — Bridge Slide: left side (what they learned), right side (what they still need), gap (your offer):

Act 3 — Offer stack summary (core + bonus + community + guarantee):

Act 3 — Q&A opening question to seed engagement:

Exercise: Engagement Intervention Map

Using the five engagement mechanisms from Lesson 3.3, plan exactly when and how you will deploy each tool during your live event.

- List the three poll questions you will run (one every 15 minutes). For each, write the result you will share live and how it connects to your content.
- Write the chat prompt you will use at the 30-minute mark. What one-word answer will tell you the room is tracking with your teaching?
- What handout or resource will you release at the midpoint of Act 2? What specific problem does it solve that makes attendees want to stay for Act 3?

Post-Event Conversion, Analytics, and Iteration

Draft your 7-day post-event email sequence, set up your metrics dashboard, and build the iteration flywheel for your next event.

Worksheet: 7-Day Post-Event Email Sequence Planner

Write the subject line and one-sentence body summary for each email in your post-event sequence.

Segment your thinking between attendees who did not buy and no-shows.

Email 1 (replay, within 2h) — subject line for no-shows:

Email 1 (replay, within 2h) — subject line for attendees:

Email 2 (Day 1, case study) — subject line and key result story to feature:

Email 3 (Day 2, FAQ) — top 3 objections heard in Q&A to address:

Email 4 (Day 3, cost of inaction) — quantified cost of NOT solving the problem over 12 months:

Email 5 (Day 5, bonus reveal) — new bonus to add and expiry deadline:

Email 6 (Day 6, testimonial stack) — 3 testimonials to use (source and key quote):

Email 7 (Day 7, hard close) — deadline time and timezone; what bonuses are removed at close:

Exercise: Metrics Debrief and Funnel Leak Diagnosis

After your event, fill in your five core metrics and use the funnel logic from Lesson 4.2 to identify the single biggest lever for your next event.

- Record your five metrics: registration conversion rate, show-up rate, hold-through rate, attendee-to-buyer rate, and RPR. Which is furthest below the industry benchmark?
- Using the funnel leak framework (registration = page or traffic; show-up = reminders; hold-through = script Acts 1-2; conversion = offer stack), what is the one thing you will change first for your next event?
- What were the top 3 questions from Q&A that you did not fully answer live? How will you address these in

your post-event sequence or next event topic?

Checklist: Iteration Flywheel Actions (Post-Event)

- Exported Q&A log and highlighted top 5 unanswered questions as next topic candidates
- Chat transcript reviewed for repeated objections — added to FAQ email
- Poll results documented — surprising result identified as next social media post
- Post-event metrics recorded in the tracking spreadsheet with one row per event
- A/B test variable selected for next event (one element only)
- Replay recording reviewed for the three strongest teaching moments to repurpose as clips
- Evergreen webinar feasibility assessed — does this event meet the conversion benchmark for automation?
- Next event date set and promotion calendar started within 7 days of this event closing

Your Action Plan

1. Choose your webinar revenue model (lead-gen, live-pitch, or paid workshop) and define your primary success metric before selecting a topic
2. Run the Problem-Promise-Proof framework: mine 20 real problems from your list, select the most specific one, and write a titled webinar with a result, a timeframe, and a constraint
3. Design your offer stack (core + fast-start bonus + community + guarantee) and draft the Bridge Slide before building your slide deck
4. Build the registration page using the six-element framework; run it against the warm-traffic benchmark of 40–65 % conversion
5. Map your PESO promotion calendar for the 14 days leading up to the event, with UTM parameters on every link from Day 1
6. Configure the five-touch reminder sequence in your email platform and enable platform-native calendar integration on the confirmation page
7. Complete the technical pre-show checklist 30 minutes before going live; assign a VA as chat moderator with three defined tasks
8. Deliver the 3-Act script: hook in 4 minutes, named teaching chunks in Act 2, Bridge Slide transition to the offer in Act 3
9. Send the replay email within 2 hours of the event ending; run the full 7-day post-event sequence segmented by attendee vs no-show
10. After the event, record your five core metrics, identify the single funnel leak, and set the one A/B test variable for your next event

