

Webinar Marketing — Workbook

This workbook turns the course into a working webinar campaign you can actually run. Each section maps to a module and walks you from choosing a topic to measuring ROI. Fill in the exercises, worksheets, and checklists, then use the templates to plan promotion, schedule reminders, and track your funnel numbers.

Building the Registration Funnel

Lock in a buyer-attracting topic, build a converting registration page, and plan the traffic to fill it.

Exercise: Reverse-Engineer Your Topic From the Offer

Before writing any slides, define the offer first and work backward to a webinar topic that bridges the prospect's problem to that offer. Answer each prompt in one or two sentences.

- What exact product, service, or call do you want attendees to take after the webinar, and at what price?

- What transformation does that offer deliver, stated as a before and after?

- What is the WHAT and WHY you can teach for free that sets up your offer as the HOW?

- Write three webinar titles using outcome-plus-timeframe, mechanism-reveal, and mistake-or-myth formulas.

Worksheet: Registration Page Builder

Draft every element of your registration page in the fields below so you can paste it straight into your page builder. Keep the form to first name and email only.

Headline (repeats the title promise with a specific outcome)

Bullet 1 — what attendees will learn or be able to do

Bullet 2 — what attendees will learn or be able to do

Bullet 3 — what attendees will learn or be able to do

Date, start time, time zone, and duration

Presenter name and one-sentence credibility statement

Button text (single, action-focused)

Social proof element (one testimonial or logo strip)

Thank-you page micro-commitment (e.g. reply with your biggest question)

Checklist: Traffic Plan Readiness

- Set a numeric registration target backed out from your attendee goal and expected show-up rate
- Drafted a three-email invitation sequence to your owned list
- Added the registration link to your social bios and email signature
- Built a custom audience from your list and website visitors for paid ads
- Created a lookalike audience from that seed for prospecting
- Set up a conversion campaign optimized for the registration event, not clicks
- Recruited at least one partner or affiliate and gave them swipe copy and a tracking link
- Verified the registration page loads in under three seconds on mobile

Platform Selection and Pre-Event Setup

Choose the right platform and format, engineer your show-up rate, and prepare slides and rehearsal.

Exercise: Score Your Platform Shortlist

List two or three platforms you are considering and judge each against your real needs rather than marketing claims. Decide before you buy an annual plan.

- Do you need true live interaction, simulated-live, or fully evergreen for this goal?

- How many concurrent attendees do you realistically expect at peak?

- Which platform integrates cleanly with your email tool and CRM for reminders and segmentation?

- After a private dry run on desktop and mobile, which platform was easiest for an attendee to join in one click?

Worksheet: Reminder and Pre-Frame Sequence Planner

Write the copy or describe the asset for each touchpoint. Layer email and SMS so registrants are reminded without feeling spammed.

On registration — confirmation email subject and calendar-link note

One day before — anticipation email and pre-frame teaser

One hour before — email subject and SMS text with join link

At go-live — we-are-starting-now email and SMS

Five to ten minutes after start — latecomer nudge

Pre-frame asset (welcome video, worksheet, or case study) and the small commitment you will request

Checklist: Slides and Tech Rehearsal

- Slides carry one idea each with large visuals and minimal text
- Built a minute-by-minute run-of-show with timed sections
- Confirmed the moment the offer button or link appears on cue
- Tested internet on a wired connection with a backup hotspot ready

- [] Checked microphone, lighting, and screen sharing in a full rehearsal at least 24 hours out
- [] Assigned a co-host or assistant to manage chat and drop the offer link
- [] Wrote a one-line fallback plan for the most likely technical failure
- [] Chose a session time and time zone matched to the audience's behavior

Running the Live Session and Making the Offer

Hold attention, teach a real framework, and present an offer that converts on the call.

Exercise: Build Your Teaching Framework

Package your core method into a named, repeatable framework that earns the right to pitch. Map your proof to the beliefs you must shift.

- Name your framework and list its three to five steps that fit on one slide.

- For each step, what worked example, before-and-after, or screenshot proves it?

- What are the three limiting beliefs (it won't work, not for me, I can't do it) and the proof that dismantles each?

- Where is the open loop you will promise at the start and pay off just before the offer?

Worksheet: Offer Stack and Transition Script

Draft the offer so perceived value far exceeds the price by the time you reveal the number. Write the transition line you will use to move from teaching to selling.

Transition line from teaching to the offer

One-sentence restatement of the transformation the offer delivers

Component 1 and its standalone value

Component 2 and its standalone value

Bonus that solves the next objection a buyer would raise

Guarantee that reverses the risk of buying

Price anchor and actual price

Fast-action urgency element and its deadline

Checklist: Live Engagement Tactics

- [] Opened with a clear promise of what attendees get if they stay to the end
- [] Asked for a one-word chat answer in the first two minutes
- [] Planned polls at the ten and thirty minute marks
- [] Prepared to call out attendees by first name when answering questions
- [] Gave attendees a worksheet so they are doing, not just watching
- [] Kept the offer link visible in chat through the closing stretch
- [] Prepared Q and A answers that handle the most common objections
- [] Restated the call to action and deadline after each cluster of questions

Replay, Repurposing, and Post-Webinar Nurture

Recover no-shows, turn the recording into evergreen assets, and measure the funnel to improve it.

Exercise: Plan Your Replay and Repurposing

Decide how you will capture the revenue that comes after the live event and how one recording becomes many assets.

- What is your replay window (24, 48, or 72 hours) and the hard deadline for the offer?

- How will you segment follow-up for no-shows, partial attendees, full non-buyers, and buyers?

- Which five to ten moments from the recording will become short vertical clips?

- Will you convert the best recording into an evergreen or simulated-live funnel, and with which tool?

Worksheet: Post-Webinar Nurture Sequence

Write the angle for each stage of the nurture so it alternates value and selling rather than relentless pitching. Build it once to reuse for every webinar.

Days 1 to 3 — replay reminders and deadline-closing angle

Days 4 to 7 — case study and the result it proves

Days 8 to 14 — value email re-teaching one point with a link back to the offer

Days 15 to 30 — objection-handling email and invitation to a call or new session

Ongoing — how non-buyers fold into your newsletter and future webinar invites

Checklist: Measurement and Honest ROI

- Sent the replay within an hour or two of the live event
- Hosted the replay on a page that keeps the offer and a real countdown visible
- Moved buyers into onboarding and stopped sending them sales emails
- Tracked traffic-to-registration and registration-to-show-up rates
- Tracked show-up-to-offer-view and offer-view-to-purchase rates
- Identified the single bottleneck stage to improve next
- Included ad spend, platform fees, commissions, and time in total cost
- Calculated return using total revenue including replay and nurture sales

Your Action Plan

1. Define the paid offer first, then choose a webinar topic that bridges the prospect's problem to it and write three candidate titles.
2. Validate the best title with a small traffic test or wait-list link before producing the full event.
3. Build a single-purpose registration page and a thank-you page with a micro-commitment, both fast on mobile.
4. Set a registration target backed out from your attendee goal and expected show-up rate, then plan owned, paid, and partner traffic to hit it.
5. Select a platform and format that match your goal, and run a private dry run on desktop and mobile.
6. Build and schedule the reminder and pre-frame sequence across email and SMS to push show-

up above 50 percent.

7. Create slides as a teleprompter, write a minute-by-minute run-of-show, and complete a full tech rehearsal 24 hours out.

8. Run the live session with engagement every few minutes, teach a named framework, then stack the offer and create genuine urgency.

9. Send the replay within two hours, segment follow-up by behavior, and run the deadline through the replay window.

10. Repurpose the recording into clips and an evergreen funnel, then measure the full funnel and fix one bottleneck at a time.

