

Dialing In Your Webinar Strategy


10 Point Checklist

Jon Schumacher

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"You can constantly improve the customer
journey with an evergreen webinar."

JON SCHUMACHER

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Foster my contact list. Focus on making it bigger while also adding value to subscribers.
- Choose whether to host a live or evergreen webinar. Schedule my webinars accordingly.
- Prepare an interesting and unique presentation for my audience. Be concise and include the right elements of a successful webinar.
- Don't fool people into thinking it's a live webinar when it's not. It will hurt my conversion rate once people realize I'm not being true to my brand.
- Communicate with webinar attendees beforehand. Use email or Facebook Messenger to set clear expectations and to remind them about my event.
- Share something about myself before introducing my sales pitch. Build empathy with my audience and find connection rather than pushing for a sale.
- Get the audience to book a call at the end of the webinar. A one on one conversation will help strengthen relationships.
- Offer a free gift or a mystery giveaway to encourage my audience to stay until the end of the show.
- Create a deadline for my incentives to convince my audience to sign up for my offers right away.
- Grab a copy of Jon Schumacher's [Ultimate Guide to Webinar Software and Equipment](#) to find out which apps and tools I should use.