



Event Launch Funnel Checklist



Beginner

Advanced

Pro

Branding

- Create a Logo (if you don't have one)
- Create a Branding Guide (if you don't have one)
- Collecting Assets
 - Pictures
 - Testimonials | Reviews | Case Studies

Create Registration Pages - Basic

- A/B Split Testing
 - Webinar Promotion / Registration Page
 - Payment Page for ***paid workshops
 - Webinar Registration Confirmation Page
 - Webinar Dashboard Page
 - > *Event Dates*
 - > *Social Links*
 - > *Event Assets & Downloadables*
 - > *Event Replay Videos*
 - Webinar Booking Calendar Call Page
 - Webinar Booking Calendar Call Thank You Page
 - Webinar Offer Sign Up Page w/ Payment Setup & Countdown Timer
 - Webinar Offer Sign Up Thank You Page
 - Membership Portal
 - Digital Course Portal
 - Community Portal

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Pro

Create Email Automated Sequences - Basic

- Pre-Register: Promotional Emails Pushing to Register to event
- Post-Register: Reminder Emails Pushing to Attend the event
- Post-Event: Booking Calendar Reminder Email
- Post-Event: No Show Emails
- Post-Event: Show But Didn't Sign Up Emails
- Post-Event: Long Term Nurture 12 month Campaign Emails
- Post-Sign Up: New Customer Sign Up Onboarding Emails

Create Presentation

- Write the Copy
 - Offer
 - Write Copy
 - Outline
 - Webinar Title
- Design the Slide Deck
 - Pic's
 - Graphics - supports an idea
 - Info Graphic - supports a process
- Build the Slide Deck

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Videos - Basic

Webinar Registration Page Promotional Video

- Outline
- Script
- Record
- Edit

Webinar Registration Confirmation Page Video

- Outline
- Script
- Record
- Edit

Webinar Offer Sign Up Page Video

- Outline
- Script
- Record
- Edit

Webinar Offer Sign Up Confirmation Page Video

- Outline
- Script
- Record
- Edit

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Create Media Kit - Basic

Social Media Promotion

Creatives

Copy

Schedule Out

Set Up the Tech - Basic

Booking Calendar

Webinar Software

Landing Page Builder

CRM

Tagging Contact Records

Email & SMS Follow Up

Automations

Integrations

Test Everything - Basic

From using the link in an ad > to registering > getting follow up > getting access to event & able to watch > to getting next follow up (all avenues - No show, show but didn't buy) > to clicking offer link > to signing up with real credit card (use a promo code to make it \$1)

No less than 2 times

Beginner

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Pro

Be through, better to find issues now than when live

Example Issues:

- > *Not being able to take payments*
- > *People not able to register*
- > *People not being followed up with*
- > *People not able to attend event*

Create Ad's

The Creatives (*Graphic, Pic, or Video*) - x2

Video

- > *Outline*
- > *Script*
- > *Record*
- > *Edit*

Ad Copy - x2

Ad Audience - x2

Ad Set Up

Campaign

Ad Set - x2

Ad - x2

Publish Ad - x2

Custom Event Tracking

Connecting Social Pages to Ad Campaign

A/B Split Testing

Affiliate Kit

Write and Create all Landing pages

Write and Create all Emails

Write and Create all Social Media Posts

Set up an Affiliate Program tracking Software

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Create Registration Pages - VIP

A/B Split Testing

- Webinar Promotion / Registration Page
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Videos - VIP

Webinar Registration Page Promotional Video

- Outline
- Script
- Record
- Edit

Webinar Registration Confirmation Page Video

- Outline
- Script
- Record
- Edit

Webinar Offer Sign Up Page Video

- Outline
- Script
- Record
- Edit

Webinar Offer Sign Up Confirmation Page Video

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- Script
- Record
- Edit

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Create Email Automated Sequences - VIP

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- Post-Event: Show But Didn't Sign Up Emails
- Post-Event: Long Term Nurture 12 month Campaign Emails
- Post-Sign Up: New Customer Sign Up Onboarding Emails

Create Media Kit - VIP

- Social Media Promotion
 - Creatives
 - Copy
 - Schedule Out

Set Up the Tech - VIP

- Tagging Contact Records
- Email & SMS Follow Up
- Automations
- Integrations



Advanced



Pro



Test Everything - VIP

- From using the link in an ad > to registering > getting follow up > getting access to event & able to watch > to getting next follow up (all avenues - No show, show but didn't buy) > to clicking offer link > to signing up with real credit card (use a promo code to make it \$1)
- No less than 2 times
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