

TRACY ROPCHUK

Get a Fully Branded Online Presence and Reach Millions with Your Message

# SALES WEBINAR PLANNING CHECKLIST



## About Tracy Repchuk

Tracy Repchuk, is an International Bestselling Author and Online Marketing and Social Media Strategist and will show you the step-by-step solution to attract more leads, get more clients and make more sales. As an award-winning entrepreneur since the age of 19, she has helped thousands of clients get their message online fast and effectively. She has appeared on TV for NBC, Fox, CBS, CW, ABC. newspapers such as Washington Post, Forbes, USA Today, Chicago Tribune and has over 60 additional appearances in over 35 Countries.

- 7 Time International Bestselling Author including 31 Days to Millionaire Marketing Miracles from Wiley Publishing
- World-renowned speaker in over 35 countries including Keynote in China at Global Leaders Economic Summit for presidents, heads of state and CEOs for technology
- Award winning entrepreneur, writer and speaker since 1985 at the age of 19 when she started her software company including awards from Senate, Assembly, and the White House Presidential Award from President Obama
- Been on the internet developing brands, websites, SEO and now social media since 1994 and currently serving on the Forbes Coaching Council
- Featured in over 22 National and Local TV as a trusted resource for technology, internet and social media including ABC, NBC, CBS, FOX and appeared in 3 motivational movies
- Director of Technology and eCommerce Strategies for the World Film Institute, Family Film Awards and Olympia Awards for the 7 Arts
- Served thousands of clients around the world to develop a fully branded end to end website presence so they can professionally match, rise above the competition, and reach millions with their message.



## Sales Webinar Planning Checklist:

Creating a webinar the first time can be a bit overwhelming. This handy checklist can be used to make sure you don't miss anything along the way. And of course, you can modify the list to fit your own webinar needs.

- Identify Your Product - Know what you're selling in your webinar. This has to be first, so you can create a webinar designed to promote the product and provide relevant information.
- Identify Your Webinar topic – Your webinar topic should focus on a specific problem that your audience is struggling with. It also needs to support your product. For example, if your product is an energy supplement, talking about 3 key ways to get more energy every day makes sense. Your topic supports the eventual sales pitch you're going to make.
- Create Your Webinar Content – It's always a good idea to create a script for your webinar. You'll then use this script to create your presentation slides where you can embed videos, links, and present your information.
  - Title for your webinar – be specific. Your title should be compelling and tell prospects what they're going to gain from the event. For example, 3 Proven Methods to Boost Your Daily Energy by 30% or More.

- Key points – What are you going to talk about and how does it provide value to your attendee?
  - PowerPoint presentation – create the presentation. Make sure it highlights the key points and information in your script. Don't just copy your script to the PowerPoint slides. That's too much reading for your audience. Break it down into small takeaways.
  - Action Steps – It's always good to keep your audience engaged. Create moments throughout your presentation where your audience has something to do. For example, a quiz or a poll.
  - Special Offer- Craft your special offer. You know what you're going to sell, what are you going to do to make it feel special? Bonuses, price reductions, or making the product available to attendees only are a few ways to create extra interest for your product and increase conversions.
- Marketing Your Webinar – There are many autoresponder messages to create. Here's a quick list of what you'll want to check off
- Autoresponder series to promote webinar to your subscriber list
  - Webinar registration confirmation email
  - Autoresponder to promote replay to list
  - Affiliate invitation to host webinar email

- Autoresponder series to promote webinar to your subscriber list
  - Email series
  - Blog posts
  - Videos
  - Other\_\_\_\_\_
  
- Your Website Promo Pages
  - Sales page/landing page
  - Registration Confirmation / thank you page
  - Course checkout page
  
- Choose Webinar and Supporting Technology
  - Webinar hosting software For example, GoToWebinar.com
  - Autoresponder if you don't already have one For example, Aweber.com
  - Analytics to track data Google Analytics
  - Affiliate payment & tracking technology. Many shopping cart systems have affiliate tracking functionality. For example, amember.com, 1shoppingcart.com and others.

## Continuing Progress

For those of you in the IOI program remember you also have 3 major resources;

### 1. The Science of Social Media

All the social media training you need to understand, setup, use and grow your reach.

To access or Join: <http://www.TheScienceofSocialMedia.com>

### 2. Message to Millions Mastermind

When you first join you get one full year in the mastermind. After that, you get lifetime access to the materials. make sure you take advantage of this resource which covers;

- |                               |                               |
|-------------------------------|-------------------------------|
| 1. How to Create Your Message | 7. Speaking                   |
| 2. Being Brand You            | 8. Getting on TV              |
| 3. Online Marketing           | 9. Your Million Dollar Design |
| 4. Social Media Mastery       | 10. Outsourcing               |
| 5. Sales and Selling          | 11. Your Own Live Event       |
| 6. Product or Book Launches   | 12. Traffic and PR            |

Access your mastermind and materials here - <http://www.MessageToMillionsMastermind.com>

If you wish to join my mastermind - use the above link

If you prefer to go through all the trainings yourself, not in a mastermind community, and save a ton of money and still get lifetime access to all the materials and trainings go here:

<http://www.MessageToMillionsMastery.com>

### 3. Last but not least IOI members have Internet Success Mastery

This is the step by step process that takes you through the 6 major elements of an online business.

1. Niche selection and keyword mastery
2. Listbuilding and landing pages and blogs
3. Copywriting and Autoresponders
4. Membership Sites
5. Sales pages
6. Traffic Mastery

To gain access or join > To gain access or join > <http://www.InternetSuccessMastery.com>

Join the community, get more free gifts and updates - <http://www.FastActionResults.com>.