



Webinar Planner

Use this template to plan out your webinar. In this first planner we get an overview of what we want to achieve and then build out the tools for the webinar in each subsequent planner.

What is the purpose of your webinar? Is it educational? Informative? Purely sales?

How long will you allocate for the webinar?

How many people can you accommodate on the webinar system?

Will you have a guest speaker showcasing a product? If yes, who?



List out three reasons why someone should attend

What is the pitch element of the webinar?

Will there be a replay?



Copy for sign up page

Copy for reminder email 1

Copy for reminder email 2

Copy for reminder email 3



Briefly outline the contents of the webinar

The introduction

The challenge thus far

Your experience

The possible solutions



Start the sales pitch

The pitch

The close of the pitch

The close of the webinar



Post webinar follow up email 1

Post webinar follow up email 2

Post webinar follow up email 3
