

Webinar Launch Kit

Keep the registration promise, live lesson, rehearsal, and follow-up in one plan.

Start with one useful outcome. A timed outline is a draft until you rehearse it with the actual demonstration.

1 Make the promise

Who is this for, and what should they bring?

Be specific about experience and preparation.

By the end, attendees will be able to...

Name a draft, decision, or action you can teach in one session.

Registration facts

Date, time zone, duration, access, price, replay plan, and messages attendees should expect.

How will people register?

Record the page, confirmation, and join-link path you will test.

Run-of-show

Write a time, example, and attendee action for each part. Rehearse before treating this as final.

2 Give the live session a clock

Opening and outcome

Start / end time; participation instructions

Lesson 1

Explanation, example, attendee action

Lesson 2

Explanation, example, attendee action

Lesson 3

Explanation, example, attendee action

Invitation or resource

What is included, where to get it, real conditions

Questions and close

Recap and next step

The sample 45-minute run-of-show is at webinargenius.com/webinar-run-of-show-example/. Change the minutes to fit your own demonstration and audience.

Rehearse and follow through

Finish the attendee path before asking people to register.

3 Rehearse the delivery

- ☐ Join link, microphone, screen share, and recording tested on another device.
- ☐ A screenshot or written fallback exists for each live demonstration.
- ☐ Question timing and chat responsibilities are clear.
- ☐ A test registration received the correct confirmation and time zone.

What will you do if the live demonstration fails?

Write the backup path, not just the tool name.

4 Deliver what you promised

What resource or replay will attendees receive?

Check recordings for private information before sharing.

What should the first follow-up message say?

One short recap, promised resource, and relevant next step.

What permission covers later messages?

Separate operational event messages from optional marketing.

5 Compare plan with actuals

Registrations / attendees / orders / refunds / costs

Use actual counts and definitions; remove test sign-ups.

What will change before the next session?

Note one timing, teaching, or delivery improvement.

See an illustrative 45-minute plan at webinargenius.com/webinar-run-of-show-example/. Build your own outline at webinargenius.com/webinar-outline-builder/.