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WoDiLab

PLAN YOUR FIRST WEBINAR

Create a clear step-by-step plan for your first webinar.

ACTION CHECKLIST

☐ **Step 1 – Define your webinar idea**
Choose your topic, audience, one clear result, and the problem you want to help solve.

☐ **Step 2 – Create your webinar title**
Turn your result and audience problem into a clear and relevant title.

☐ **Step 3 – Plan your webinar content**
Build your webinar structure, choose your main teaching points, and plan interaction.

☐ **Step 4 – Plan the next step**
Decide what you would like participants to do after the webinar and create a clear CTA.

☐ **Step 5 – Prepare your webinar**
Plan how people will join, prepare your materials and technology, and practise before going live.

Step 1 – Define Your Webinar Idea

A strong webinar starts with a clear idea. Before creating slides, think about who your webinar is for, what problem you want to help solve, and what participants should gain from the experience.

My webinar topic:

_____

_____

Who is this webinar for?

_____

_____

What problem or challenge are they facing?

_____

_____

What question are they hoping your webinar will answer?

_____

_____

What is the ONE clear result you want participants to achieve?

_____

_____

Complete the sentence:
By the end of my webinar, participants will…

_____

_____

Check your result:

- [ ] It is clear.
- [ ] It is realistic for one webinar.
- [ ] It focuses on one meaningful step forward.

Notes

_____
_____
_____

Step 2 – Create Your Webinar Title

Now turn your result and audience problem into a clear webinar title.

A good title helps the right people quickly understand why the webinar could be useful for them.

One simple formula you can use is:

How to [ACHIEVE A RESULT] without [FEAR / FRUSTRATION / OBSTACLE]

Examples:

How to Take Better Photos Without Expensive Equipment

How to Create Healthy Meals Without Spending Hours in the Kitchen

How to Grow Beautiful Balcony Plants Without Being an Experienced Gardener

How to Speak More Confidently Without Overthinking Every Word

Write down a few ideas.

Title idea 1:

_____

Title idea 2:

_____

Title idea 3:

_____

My final webinar title:

_____

Check your title:

☐ Is it clear?

☐ Is it specific?

☐ Does it communicate a useful result?

☐ Can my audience quickly understand that this webinar is relevant to them?

Notes

_____

_____

_____

_____

Step 3 – Plan Your Webinar Content

Now create the journey of your webinar.

You do not need to write your full script yet.
Start with short notes and focus on the main ideas you want to cover.

1. OPENING

How will you welcome participants?

_____
_____

How will you briefly introduce yourself?

_____
_____

What will you tell participants they will learn?

_____
_____

How will you capture their attention?

☐ Ask a question
☐ Share a short story
☐ Describe a familiar situation
☐ Share an interesting fact or observation
☐ Other: _____

My opening idea:

_____
_____

2. EXPLAIN THE PROBLEM

What problem or challenge will you help participants recognise?

_____

_____

Why does this problem matter?

_____

_____

What do you want participants to understand before you begin teaching?

_____

_____

3. TEACH YOUR MAIN CONTENT

Choose 2–4 main teaching points.

Remember:

IDEA → EXAMPLE → WHY IT MATTERS → ACTION

Teaching Point 1:

_____

Example or story:

_____

_____

Small action for participants:

_____

_____

Teaching Point 2:

_____

Example or story:

_____

_____

Small action for participants:

_____

_____

Teaching Point 3:

_____

Example or story:

_____

_____

Small action for participants:

_____

_____

Teaching Point 4 – if needed:

_____

Example or story:

_____

_____

Small action for participants:

zcvzv

zvz

4. KEEP PEOPLE ENGAGED

Small moments of interaction can help participants stay focused and involved.

Which interaction ideas could you use?

- ☐ Ask a question in the chat
- ☐ Ask for a Yes / No response
- ☐ Ask participants to raise their hand
- ☐ Ask a reflection question
- ☐ Give participants time to write something down
- ☐ Use a poll
- ☐ Other: _____

My interaction idea 1:

_____

When will I use it?

_____

My interaction idea 2:

_____

When will I use it?

_____

5. QUESTIONS & CLOSING

What are the most important ideas you want participants to remember?

_____

_____

How will you finish your webinar?

_____

_____

PLAN YOUR TIMING

Use these timings as a helpful guide, not a strict rule.

Opening: _____ minutes

Explain the Problem: _____ minutes

Teach Your Main Content: _____ minutes

Invitation / Next Step: _____ minutes

Questions & Closing: _____ minutes

Estimated total webinar length: _____ minutes

Notes

_____

_____

_____

Step 4 – Plan the Next Step

Your webinar should give participants a clear next step.
Think about what you would like them to do after the webinar.

What would you like participants to do next?

- ☐ Join my course or programme
- ☐ Book a call
- ☐ Visit my website
- ☐ Complete a form
- ☐ Download a resource
- ☐ Join my email list
- ☐ Other _____

What are you inviting them to?

_____
_____

Who is this next step for?

_____
_____

What result can it help them achieve?

_____
_____

MY CALL TO ACTION

Complete the sentence:

If you would like to continue, your next step is to…

_____

_____

What link will participants need?

_____

Before your webinar:

- [ ] My CTA is clear.
- [ ] I know exactly what I want participants to do.
- [ ] My link is ready.
- [ ] I have tested the link.

Notes

_____

_____

_____

Step 5 – Prepare Your Webinar

Now make sure people can find and join your webinar and that you are ready to deliver it.

INVITE PEOPLE

How will people hear about your webinar?

- ☐ Social media
- ☐ Email
- ☐ My website
- ☐ Online community or group
- ☐ Personal invitation
- ☐ Other: _____

How will you invite people?

_____

_____

REGISTRATION & JOINING

How will people register for your webinar?

_____

_____

How will registered participants receive the information they need to join?

_____

_____

PREPARE YOUR MATERIALS

- [ ] My slides are ready.
- [ ] My speaking notes are ready.
- [ ] My webinar joining link is ready.
- [ ] My CTA / next-step link is ready.
- [ ] Any additional materials are ready.

CHECK YOUR TECHNOLOGY

- [ ] Microphone tested
- [ ] Camera tested
- [ ] Internet connection checked
- [ ] Screen sharing tested
- [ ] Chat / interaction tools checked
- [ ] Recording settings checked, if recording

PRACTISE YOUR WEBINAR

- [ ] I have practised my webinar out loud.
- [ ] I have practised with a timer.
- [ ] I have checked my slides.
- [ ] I have tested my links.
- [ ] I have checked that I have enough time for questions and closing.
- [ ] I have shortened or adjusted sections where needed.

AFTER YOUR WEBINAR

Think ahead about what you will do after the webinar.

- [ ] Make the recording available, if recorded.
- [ ] Send the replay link, if available.
- [ ] Send a follow-up message.
- [ ] Answer any remaining questions.
- [ ] Remind participants of the next step.
- [ ] Write down what worked well.
- [ ] Decide what you would improve next time.

If you record your webinar, where will the recording be available?

_____

_____

Notes

_____

_____

_____

MY WEBINAR PLAN

Now bring everything together.

My Webinar Title

_____

My Audience

_____

The Problem I Will Help Solve

_____

_____

The Result Participants Will Achieve

_____

_____

My Main Teaching Points

1.

_____

2.

_____

3.

_____

4.

_____

My Interaction Ideas

1.

_____

2.

_____

My Next Step / CTA

_____

_____

My Estimated Webinar Length

_____ minutes

My first action:

_____

_____

What feels easiest about planning your webinar?

_____

_____

What still feels challenging?

_____

_____

Your Next Action

Create the first complete outline of your webinar.

Remember:

You do not need to create a perfect webinar.

You only need a clear structure that helps you guide participants from beginning to end.

Start with one clear result and build your webinar one step at a time.

For This Session

Share your webinar outline in the WoDiLab Facebook group.

You can share:

- your webinar title
- the result participants will achieve
- your 2–4 main teaching points
- your next step or CTA

By sharing, you:
- make your webinar idea clearer
- receive feedback
- inspire others

Your Points

- **1 XP** – Watch the lesson
- **2 XP** – Complete the worksheet
- **2 XP** – Share your webinar outline in the WoDiLab Facebook group

Total: 5 XP

✨ A successful webinar does not need to teach everything. Help your audience take one meaningful step forward.