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WoDiLab

WHAT HAPPENS BEFORE AND AFTER YOUR WEBINAR?

Webinar Journey Worksheet

ACTION CHECKLIST

☐ **Step 1 – Plan How People Will Discover Your Webinar**
Choose where and when you will promote your webinar.

☐ **Step 2 – Plan Registration & Confirmatio**
Decide how people will register and what happens after registration.

☐ **Step 3 – Plan Your Reminders**
Decide when and how you will remind participants.

☐ **Step 4 – Plan Your Follow-Up & Replay**
Decide what participants will receive after the webinar.

☐ **Step 5 – Plan the Next Step**
Make it clear how participants can continue with you.

Step 1 – How Will People Discover Your Webinar?

Choose 1–2 channels:

☐ Facebook

☐ Instagram

☐ LinkedIn

☐ Email

☐ Website

☐ Online community

☐ Partner

☐ Personal invitation

☐ Other: _____

My main channel(s):

_____

_____

When will I promote my webinar?

First announcement: _____

Reminder: _____

Final reminder: _____

Registration link:

_____

_____

Step 2 — Registration & Confirmation

How will people register?

☐ Google Forms

☐ Webinar platform

☐ Email marketing platform

☐ Website form

☐ Other: _____

My registration tool:

_____

What information will I collect?

☐ Name

☐ Email

☐ Other: _____

How will participants receive confirmation?

☐ Automatic email

☐ Manual email

☐ Webinar platform

☐ Other: _____

My confirmation will include:

☐ Date & time

☐ Joining link

☐ Time zone, if relevant

☐ What happens next

Tip: *Test the registration process yourself before sharing it.*

Step 3 — Plan Your Reminders

24 hours before

What will you send?

_____

_____

A few hours before

_____

_____

Joining link:

_____

_____

Keep Your Links Together

Registration link: _____

Joining link: _____

Replay link: _____

Next-step / CTA link: _____

Remember: *these may all be different links.*

Step 4 — Follow-Up & Replay

Will you share a replay?

☐ Yes

☐ No

☐ Not sure yet

If yes:

Where will it be available?

_____

_____

How long will it be available?

_____

_____

My Follow-Up

Email 1 — Thank You + Replay

_____

_____

Email 2 — Value + Next Step

_____

_____

Email 3 — Final Reminder, if relevant

_____

_____

Tip: *Test your replay link before sending it.*

Step 5 — Plan the Next Step

What would you like participants to do next?

☐ Join my course

☐ Join my programme

☐ Book a call

☐ Access another resource

☐ Attend another webinar

☐ Visit my website

☐ Other: _____

My next step:

_____

_____

MY CTA:

If you'd like to continue, your next step is to...

_____

_____

CTA link:

_____

_____

MY WEBINAR JOURNEY

Before
Discover → Register → Confirm → Remind

Live
Webinar

After
Follow Up → Replay → Next Step

One thing I still need to prepare:

_____

_____

Your Points

- **1 XP** – Watch the Lesson
- **2 XP** – Complete the Webinar Journey Worksheet

Total: 3 XP

✨ First create the journey. Then choose the tools that support it.