Lead Magnet Lab

*Grow your email list. Grow your revenue.*

# Automated Webinars

## Your Checklist

| *Check it!* | Deliverable |
|---|---|
| ✓ | Create Presentation |
| | Record Presentation (live or not) |
| | Evergreen only: Convert recording using Handbrake |
| | Save in Vimeo or Amazon S3 |
| | "Worksheet" for download |
| | Email Copy |
| | Confirmation email |
| | Day before email |
| | Morning of email |
| | ***Starting now*** email |
| | Thanks for attending + bonus email |
| | Where were you? email |
| | Configure Replay Page and set expiration |
| | Create Thank-you page script |
| | Record Thank-you page video |
| | Configure automated system |
| | Webinar Name |
| | Keywords |
| | Create Custom Registration Landing Page |
| | Create Facebook  Ad Copy (I save in Evernote) |

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| | |
|---|---|
| | Chose or edit Facebook Ad image |
| | Configure and integrate your email or CRM system as needed |

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