

“How to Avoid Getting Stood up at Your Webinar Using Thank You Pages” Worksheet

Completing this worksheet (and reading and understanding the resources) will give you everything you need to create your own individual and optimized Thank You Page.

1. Use video to create a relationship
2. Make sure your registrants know, like, and respect you with credibility symbols
3. Get registrants invested in the success of the webinar with social sharing

Use Video to create a Relationship with your Registrants

0 - 5 Seconds: (Introduction)

5 - 10 Seconds: (Mention the date)

10 - 20 Seconds: (What the webinar’s about and what’s exclusive)

20 - 30 Seconds: (What registrants need to do)

30 - 40 Seconds: (When you’ll send a reminder email)

40 - 45 Seconds: (How excited you are and telling people to come)

Make sure your registrants respect you with proof of authority

If I use a testimonial, it’ll be ...

(And I’m going to remember to get a name, photo and job title)

If I use a proof statement, it’ll be..

Get registrants invested in your webinar with social sharing

My click-to-tweet will read:

Each day in the week before the webinar I’ll ask people to Tweet a question they would like answered. My Tweet will read like this:

Resources:

- [Adding an automatic calendar reminder](#)
- [Adding a click-to-tweet](#)
- [Asking for a testimonial](#)
- [The webinar worksheet template](#)
- [Adding a Facebook comment plugin](#)