

Webinar Checklist

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PHASE 1: The Asset Factory (Build These First)

You cannot run ads or pitch influencers until these exist. These are your "bribes" to get attention.

1. **Build the "Headcount Cost Calculator" (Google Sheet)**
 - **Task:** Create a spreadsheet where they input recruiter count + salary. It outputs "Annual Waste."
 - **Coach's Note:** Lock the cells so they can't break it. Add your logo at the top.
 2. **Design the "2025 Automation Tech Stack" Cheatsheet (PDF)**
 - **Task:** One-page PDF listing: Apify, Clay, Instantly, Your Scraper, Zapier.
 - **Coach's Note:** Don't overcomplicate it. Make it look like a "Secret Menu."
 3. **Create the "Recruitment Maturity" Quiz (Typeform/Tally)**
 - **Task:** 5-question quiz. "Do you manual source?" -> If yes, Result = "Level 1: Danger Zone."
 - **Coach's Note:** The "Results" page must link to your Calendar to "Fix this score."
 4. **Package the VIP Upgrade Assets (The "How-To" Bundle)**
 - **Task:** Compile the "Zombie Database Scripts" (Word Doc), the "90-Second Scrape SOP" (PDF), and the "Candidate Handoff Map" (Image).
 - **Coach's Note:** Put these in a Google Drive folder or a simple Notion page protected by a password.
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PHASE 2: The Trust & Authority (The "Face")

This is how we kill the "Offshore Trust" objection.

1. Record the "Channel Trailer" (The 1M Scraper Demo)

- **Task:** High-energy, 5-10 min video. Show the **Live Counter**, filters, and the ATS.
- **Coach's Note: CRITICAL BLIND SPOT:** Record a **Backup Version** of this. If your live system lags during the webinar, you must have a high-res video file ready to play instantly. Call it your "Safety Net."

2. Update Social Profiles

- **Task:** LinkedIn & YouTube Banner must say: "Building the engine that scrapes 1M jobs/month."
 - **Coach's Note:** Consistency builds trust. If they click your email and your LinkedIn looks 3 years old, you lose.
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PHASE 3: The Outreach Engine (The Traffic)

Get the influencers on board.

1. Hire the Cold Email Expert (With the Brief)

- **Task:** Send the brief I gave you. Verify they understand the "Creator-to-Creator" angle.

2. The "Permission-Based" Campaign

- **Task:** Launch the sequence. Goal: Get influencers to say "Send me the video."

3. Technical Setup

- **Task:** Secondary domain warmup (2 weeks minimum).
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PHASE 4: The Webinar Infrastructure (The Event)

The logistics of the show.

1. Select the Webinar Platform

- **Task:** Choose Zoom Webinar, Demio, or StreamYard.
- **Coach's Note:** Ensure it handles **Polls** and **Redirects** (for the VIP upgrade).

2. Setup the VIP Payment Gateway

- **Task:** Set up a Stripe payment link for

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97.

- **Coach's Note: BLIND SPOT:** Since you are in India, ensure your Stripe/PayPal is set to accept **International USD** payments without friction. Test it with a friend in the US.

3. The "Show-Up" Sequence (Email/SMS)

- **Task:** Write emails for: 24 hours before, 1 hour before, 10 mins before.
- **Coach's Note: BLIND SPOT:** 50% of people won't show up. You need an SMS reminder tool (like Twilio or just use the webinar platform's built-in SMS if available).

PHASE 5: The "Blind Spots" (Things You Missed)

As your mentor, here are the things that will bite you if you ignore them.

1. The "Is this Legal?" Script

- **The Risk:** A US influencer will ask: "Is scraping 1M jobs legal? Will I get sued?"
- **The Fix:** Have a prepared, confident answer. "We scrape public data only. We adhere to robots.txt where applicable, and we use residential proxies to behave like humans. This is the same tech Google uses to index the web." (Consult a local legal expert to refine this, but have a script ready).

2. The "White Label" Pricing Model

- **The Risk:** An influencer loves it but wants to sell it as their tool.
 - **The Fix:** Decide your price NOW. Do not make it up on the call. (e.g., "\$5k setup + \$1k/month per client wholesale price").
3. **The "Post-Webinar" Nurture**
- **The Risk:** You get 100 attendees. 5 buy. What about the other 95?
 - **The Fix:** Have a 5-day email sequence ready to go out after the webinar that sends them the Replay and pushes the "Strategy Call."

Your Immediate "Next 48 Hours" Plan:

1. **Record the Demo Video.** (Without this, nothing else matters).
2. **Create the "Headcount Calculator" Sheet.** (This is your best bait for agency owners).
3. **Send the brief to the Email Writer.** (Get the ball rolling on outreach).

Get to work.