

ONLINE WORKSHOP ESSENTIALS



checklist

- ___ Decide whether it's a free or paid workshop.
- ___ Decide on the date and time.
- ___ Decide which platform to use (Zoom? Facebook Live? something else?)
- ___ Create a sign-up page or sales page.
- ___ Create a Facebook event page, and invite appropriate people.
- ___ Create and schedule reminder emails to send log-in links to participants.
- ___ Promote your workshop via email, social media, Thunderclap, etc.
- ___ Prepare and schedule a follow-up email sequence with offers.
- ___ Prepare your outline for the workshop, along with any slides.
- ___ Create any PDFs, worksheets, or downloads for the workshop.
- ___ Practice your workshop and familiarize yourself with the technology.
- ___ Host the workshop and record it.
- ___ Send the recording to everyone who registered, along with any offers.
- ___ Congratulate yourself on a successful online workshop!