

Main Table

+ Add View

Integrate

Automate



## Webinar Launch PROJECTS

		Person	Status	Due date
1. Admin			Not Yet Started	
2. Webinar Registration System			Not Yet Started	
3. Email Promotion			Not Yet Started	
4. Facebook Advertising			Not Yet Started	
5. The Webinar			Not Yet Started	
6. The Follow-Up Sequence			Not Yet Started	
7. The Sales Page + Sales Video			Not Yet Started	
8. Checkout Page			Not Yet Started	
9. The Upsells			Not Yet Started	
10. The Course			Not Yet Started	
11. Member onboarding sequence			Not Yet Started	
12. Support			Not Yet Started	
13. Unpacking/ Debrief			Not Yet Started	

## 1. Admin

		Person	Status	Due date
The Offer			Not Yet Started	
Links List			Not Yet Started	

## 2. Webinar Registration System

		Person	Status	Due date
GoToWebinar or Zoom Event Setup			Not Yet Started	
The Webinar Registration Page			Not Yet Started	
Webinar Thank You (Confirmation) Page			Not Yet Started	
Integration with ActiveCampaign			Not Yet Started	
Test the System			Not Yet Started	

## 3. Email Promotion











		Person	Status	Due date
Map out the Email Promotion Series			Not Yet Started	
Write the emails			Not Yet Started	
Send out Emails			Not Yet Started	

## 4. Facebook Advertising









		Person	Status	Due date
Map out Facebook Ads Strategy			Not Yet Started	
Create the Ad Copy			Not Yet Started	
Ad Graphics/Videos			Not Yet Started	
Launch Ads			Not Yet Started	
Instagram Ads			Not Yet Started	
Facebook Retargeting			Not Yet Started	

## 5. The Webinar

















Person Status Due date

Create Outline			Not Yet Started	
Create Slides			Not Yet Started	
Stay-to-the-End BONUS			Not Yet Started	
Fast-Acting BONUS (for Buyers on the call)			Not Yet Started	
Set up Link to Offer			Not Yet Started	


## 6. The Follow-Up Sequence

		Person	Status	Due date
Map out the Follow-Up Strategy			Not Yet Started	
Webinar Replay Page			Not Yet Started	
Write Emails			Not Yet Started	
Send Emails			Not Yet Started	

## 7. The Sales Page

		Person	Status	Due date
Write the Sales Page Copy			Not Yet Started	
Review & Approve Copy			Not Yet Started	
Graphic Design Mockup			Not Yet Started	
Add .PSD File Design to Instapage			Not Yet Started	
Sales Video Script			Not Yet Started	
Record/Edit Sales Video			Not Yet Started	
Sales Page Approval			Not Yet Started	
Pretty Redirect			Not Yet Started	



## 8. Checkout Page/Process

		Person	Status	Due date
Create the Product in Kajabi			Not Yet Started	
Design Checkout Page (Graphics & Copy)			Not Yet Started	
Connect with Kajabi / ActiveCampaign			Not Yet Started	
Thank you page			Not Yet Started	
Add a TAG when people buy			Not Yet Started	







## 9. The Upsell

		Person	Status	Due date
Map out and identify Upsell Offers			Not Yet Started	
Write Upsell Video Script			Not Yet Started	
Record/Edit/Export upsell Video			Not Yet Started	
Upsell Sales Page in Kajabi			Not Yet Started	
Connect Upsell to original offer			Not Yet Started	
Connect Upsell to Kajabi/ActiveCampaign			Not Yet Started	







## 10. The Course

		Person	Status	Due date
Build out course			Not Yet Started	





## 11. The Member Onboarding Sequence

		Person	Status	Due date
Map Out Onboarding Email Sequence			Not Yet Started	
Write Emails			Not Yet Started	
Add to Autoresponder Sequence			Not Yet Started	

## 12. Support

		Person	Status	Due date
Support Team Debriefed			Not Yet Started	
FAQ Page			Not Yet Started	
Live Chat			Not Yet Started	

## 13. Unpacking

		Person	Status	Due date
Plan Debrief			Not Yet Started	
Debrief Meeting			Not Yet Started	