



PROMOTE AN FB EVENT OR WEBINAR

WHAT ARE YOU OFFERING OR SELLING?

A NEW PRODUCT OR SERVICE? A COURSE? A CHALLENGE? A ONE DAY CLASS? AN IN PERSON EVENT? A NEW GROUP?

NAME OF THE OFFER

YOUR WHISPER CAMPAIGN . (NO EVENT) (PICK A DATE to start and put it in the appropriate box.)

A Whisper campaign is where you talk OR HINT about what you are doing with excitement but nothing is happening yet. You can do this through chat, comments or dropping hints in your live videos and/or posts that something fun/ big is coming. (PICK A DATE to start whispering)

NEW GROUP/ OR CHALLENGE
(3-4 WEEKS IN ADVANCE)

ONE DAY CLASS
(2 WKS IN ADVANCE)

NEW COURSE/ SERIES/ BOOTCAMP
(3 WEEKS IN ADVANCE)

OFFERING NEW PRODUCT
OR SERVICE
(2 WKS IN ADVANCE)

PRELAUNCH

talk it up baby! This is your big promotional period!
(Collect emails and/ or phone numbers to text about the OFFERING event/ WEBINAR)

(Start talking about the event in your live videos and in posts!!)

Start INVITE DATE | ACTUAL EVENT

Start INVITE DATE | ACTUAL EVENT

NEW COURSE/ CHALLENGE
(3 WEEKS IN ADVANCE)

ONE DAY CLASS
(1 WK IN ADVANCE)

NEW COMMUNITY
(2 WEEKS IN ADVANCE)

OFFERING NEW PRODUCT
OR SERVICE

THE BIG EVENT/ WEBINAR (open doors to your offer)

OFFER PERIOD FROM THE EVENT/ WEBINAR DATE THROUGH THE DAY BEFORE YOU CLOSE THE DOORS

NEW COURSE OR CHALLENGE
(DOORS OPEN 2 - 3 WEEKS)

ONE DAY CLASS
(DOORS OPEN 1 WEEK)

NEW COMMUNITY
(2 WEEKS DOORS OPEN OR FOREVER)

PRODUCT OR NEW SERVICE
(1 WEEK TO FOREVER)

OPTIONAL

DOORS CLOSE ON THIS DATE _____

CLOSE DOORS WEBINAR OR EVENT IS ONLY FOR BIG HIGH PRICED TICKETS, COURSES and if your product/ service has an end date for sign up. It is not always necessary to close the door on your offer :)

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WITH MY OFFER -WHAT PROBLEM AM I SOLVING FOR MY LIFER?

WHAT ARE SOME OBSTACLES TO THEY NEED TO OVERCOME TO SAY YES?

WHAT ARE YOU GIVING AWAY FOR FREE AT YOUR DOORS OPENLAUNCH?
(A FREE CLASS, A HOW-TO, SECRET MAGIC SAUCE?)

WHAT ARE YOU GIVING AWAY FOR FREE AT YOUR DOORS CLOSE LAUNCH? IF APPLICABLE
(A FREE CLASS, A HOW-TO, SECRET MAGIC SAUCE?)

VALUE/ EDUCATION/ GIVEAWAY IDEAS F OR POSTING, LIVE VIDEOS AND EMAILS

CHECK THE BOX WHEN YOU'VE COMPLETED THE TASK (PUT N/A IF A BOX DOESN'T APPLY TO YOUR BUSINESS)

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|---|-----------|---|-----------|--|-----------|
| I'VE CREATED THE GRAPHICS PROMOTING AND LAUNCHING | 1 | I'VE CREATED THE GRAPHICS FOR MY EVENT/ WEBINAR | 2 | I'VE CREATED A WAY TO COLLECT EMAILS | 3 |
| I HAVE PAYPAL OR ANOTHER PAYMENT METHOD SET UP | 4 | I HAVE A LINK FOR CLIENTS TO PURCHASE | 5 | I'VE CREATED A LANDING PAGE AND OPTIN | 6 |
| I HAVE PREPARED TALKING POINTS FOR PRELAUNCH | 7 | I'VE REACHED OUT TO MY SUPER FANS | 8 | I'VE CREATED THE FB EVENT OR WEBINAR | 9 |
| I'VE INVITED PEOPLE TO THE WEBINAR / FB EVENT | 10 | I AM TALKING ABOUT THE EVENT/ WEBINAR | 11 | I'VE CREATED A CLOSING DOORS WEBINAR OR FB EVENT | 12 |
| I'VE EMAILED OR TEXTED FOR THIS EVENT/ WEBINAR | 13 | I HAVE PREPARED NOTES/ SLIDESHOW FOR THE EVENT | 14 | 1ST WEBINAR/ EVENT COMPLETE DOORS ARE NOW OFFICIALLY OPEN | 15 |
| I'VE EMAILED OR TEXTED ABOUT THE DOORS CLOSING | 16 | NOTES AND SLIDES ARE READY FOR FINAL EVENT/ WEBINAR | 17 | LAST WEBINAR / EVENT IS COMPLETE AND FINAL CALL EMAIL WAS SENT | 18 |

