Webinar Planner

Webinar Planner	Instructions	Your Response
What should attendees understand about this opportunity?	Describe the key takeaway you want every attendee to leave with.	
What limiting beliefs or objections must I reframe?	List 2–3 doubts your investors might have and how you'll address them.	
What actions do I want them to take after the webinar?	Example: Book a call, submit a soft commitment, or request the deal deck.	

Platform Comparison	Instructions	Your Response
Platform Name	Zoom, Google meets, WebinarJam, GoToWebinar, etc. Which of these or another would you want to use?	
Ease of Use	How intuitive is the platform for both host and attendees?	
Analytics Capability	Can it track engagement, attendance, etc.?	
Audience Capacity	How many attendees can join without lag?	
Recording & Replay?	Is automatic recording and replay link included?	

Content Flow Draft	Instructions	Your Response
Welcome & Agenda	Brief introduction and what the webinar will cover.	
Your Story	Why this deal? Why now? What drives your mission?	
Asset Overview	Location, visuals, unique strengths of the property.	
Deal Financials	IRR, cash-on-cash, equity multiple, and exit strategy.	
Team Credibility	Track record and relevant experience of your team.	
Risks & Mitigations	Top 2-3 risks and how you're addressing them.	
Call to Action	Final slide: What's the next step for investors?	

Promotion Timeline Plan	Instructions	Your Plan Outline
7 Days Out	Email + social teaser post.	
5 Days Out	Send bonus lead magnet or webinar preview.	
3 Days Out	Reminder email + Instagram story shoutout.	
1 Day Out	Final reminder and FAQ post on LinkedIn/FB.	
Day Of	1-hour reminder email and text (if opted in).	

Practice + Tech Test Checklist	Instructions	Your Response
Did you rehearse your full presentation?	Yes/No	
Have you tested your mic/camera/screenshare?	Yes/No	
Do you have a moderator/tech support?	Who is it?	
Are you recording the session?	What platform settings will you use?	

Follow-Up Sequence	Instructions	Your Response
Thank-You + Replay Email	Yes/No	
Soft Commit CTA	Yes/No	
Survey or Feedback	Who is it?	
Follow-Up Call Invite	What platform settings will you use?	
CRM Tags/Notes	What will you record for future targeting?	