Webinar Ignition/Hangout-On-Air Checklist

Written by Dr. Hale Pringle.   Version 1.0   January 20, 2014

This checklist accompanies two eBooks on Webinar Ignition:

Webinar Ignition: Quick Start - a very brief overview and a video showing you a webinar being created

Webinar Ignition: Complete – an in depth look at installing and running Webinars with Webinar Ignition

Things To Do before you start hosting Webinars with Webinar Ignition – One Time Only

1. **WordPress Blog** -You need a WordPress Blog. (Can be created in 10 minutes by consultants – you don't need any content in the blog)
2. **YouTube channel** - If you don't already have one, you really must create a YouTube channel. One of the necessary steps is to verify your YouTube channel through SMS.
3. **Google Account** – You must have a Google Account (like Gmail). One account works for Gmail, Google Plus, YouTube and other Google systems.
4. **Google+ profile** and it must be connected to your YouTube channel.   (If you try to start a Hangout on Air and it can't find a YouTube Channel it will walk you through setting one up.)
5. An Autoresponder Account (AWeber and GetResponse are supported)
6. **Toolbox App** – Open a test Hangout on Air and at the bottom left is an option to Add More Apps. Add the ToolBox App to your system. (You only need to do this once.)
7. **Control Room App** – Add this App to your system too. (You only need to do this once.)
8. **SMTP - In Webinar Ignition you need to Set Up SMTP connections one time if you plan to send emails from their automated system.** (This is covered in some depth in my eBook: Webinar Ignition: Complete)

9. **SMS - In Webinar Ignition you need to set up an account with Twillo if you plan for text messages to go out (if people ask for them.**) Not Sure About This Yet.

Setup Your Webinar

1. Prepare to setup a Webinar. These can be done on the fly, but some of them take a little preparation. Some are specific to Webinar Ignition and some (like creating Squeeze Pages for your Special Offer) would need to be done regardless of which Webinar System you are using.   I suggest at the very least you find or create the necessary images, upload them and copy the URLs somewhere that you can find them before you start.
   a. Decide on a Title – the wording here is critical since it is used as the default value on several screens, in the emails that are sent out and for the YouTube video when you finish.   If you want to change this after you Create The New Webinar, you will need to go through and manually change many of the screens since the first drafts are generated as soon as you press CREATE.
   b. Pick a Presenter(s), a Date and a Time for the Webinar
   c. If you want a banner over your Webinar, create the image and upload it to the Web. You can use the Media Menu in your blog. Copy down the URL. B**est results:** 89px high and 960px wide. (I use the banner from my blog for congruency)
   d. Create a smaller image for Social Sharing – Copy this to the web and copy the URL. Best results: 120px by 120px..
   e. Create a short video OR select/create an image to use on your Registration page   Best Results: **500px width and 281px height**. (I actually like 500px by 500px)
   f. Create a Headline and bullet points to use as Sales Copy on your registration Page
   g. Optionally create a short bio that covers all of the Presenters.
   h. Optionally upload an image of the presenter(s) to the web and copy the URL. B**est Results: 100px wide and 100px high**
   i. Create a new list in your Autoresponder System. (If you use one master list for your main email sequence, set the Automation Feature to automatically subscribe users to your main list when they are subscribed to your new list.)

j. Set the List to Single Opt-in (in AWeber this is on the third screen your see when creating a list.)

k. Create a Sign Up Form for the new list. Don't worry about formatting just make sure it has Name, Email and optionally Phone – in that order.

l. On the Setup Page (in AWeber) send registrants to the <your webinar URL>/?confirmed page after the register. I like to send people who are already subscribed to the same page. This page is exactly the same as the <your weinbar URL>/?live URL except the "?live" is replaced with "?confirmed"

m. In AWeber click on the Publish Page→I Will Install It Myself→ HTML and Copy the HTML code. Paste it somewhere that you can find later.

n. You can have a Gift that is given to registrants when on the Thank You page after they register. Decide about this, upload it to the web and copy the URL (or create a special Web page with download instructions).

o. Decide if you want people to share that the webinar is happening on Facebook, Twitter, Google Plus and LinkedIn. Write a short default copy for people to share.

p. Write Copy to show below the actual Webinar – can be the same or similar to the Sales Copy headline and bullet points.

q. Decide on a Question and Answer System – The default sends responses to user questions by eMail. My eBook [Webinar Ignition: Complete](#) covers some other options.

r. Decide if you want to have an offer (free or link to a paid offer) under the Live Webinar Screen. If so either create a Squeeze Page to link to or upload your file to the web and copy the URL.

s. Decide if the replay will be evergreen or will expire and if so when

t. You can have an offer appear after a certain number of seconds on the replay screen. Decide what you want to offer and create the Squeeze page with some version of a GET INSTANT ACCESS or BUY NOW button on it.

u. Decide if you want to have an offer appear during the Live Webinar. If so prepare a Squeeze page to link to or prepare and upload a file to the web and save the URL someplace where you can find it.

v. Make sure all of the presenters are in one of your Google Plus Circles. (They may need to circle you back.) You will need to invite them to

join before the broadcast starts. It is nice to have a special circle for your presenters so you can invite them all at one time.

w. It has nothing to do with Webinar Ignition, but make sure you have your slides or PowerPoint ready to go.

2. Set up a webinar in Webinar Ignition. Note: Remember the CLONE option of the first screen. This insures that the settings for SMTP, TWILLO, and links to your photos and banners are all exactly right.

3. If you plan to have an Offer Pop Up during the webinar, you need to click on the Live Console →On Air Message and set up the message and the link. Be sure to SAVE.

NOTE: See the Worksheet at the end of this checklist

When You Get Ready to Run Your Webinar.

1. Start early – give yourself time to check things out completely and invite all of the presenters.

2. I like to reboot my computer and turn off all applications that aren't necessary. (Things like Gmail and Facebook and Skype will take up band width now and then. They also tend to beep at inopportune moments.)

3. Open all of the screens you plan to share during the Webinar (PowerPoints, other Websites, Word Documents, etc.   NOTE: When you change documents in Hangout On Air you usually need to click on the ScreenShare icon and select a new window from your PC to share.

4. Log into your WordPress Blog – I suggest you use Chrome – Google seems to integrate better with Chrome.

5. Click on the Webinar Ignition Menu options –-> choose the Webinar you want → click on the "Show Live Console" button (on the Home menu screen).   I drag it to my second screen. The developers of Webinar Ignition talk about having an IPad, a second computer or a friend who handles that screen.

6. Click on the "Start a Hangout" button on the Console. (This opens the Hangout on the second screen. I drag it back to my main screen.) Note: If you have a second PC or an IPad watching the Hangout, there will be a several second delay on that system.

7. Click on the Q & A – App YOU MUST OPEN THIS BEFORE YOU START THE BROADCAST.
Remember that viewers must be logged into Google Plus to enter a question into this App. If you are using another Q & A system, prepare that.

8. Click on the Toolbox App → Lower Third and enter your Tag Line and Turn it on. (Note: It will appear backwards on your screen!)

9. Click the "Setting" button (gear at the top of the screen) and check that your mike is working well and that the right camera is live. There are several green dots at the bottom of the screen that should light up when you talk. The louder you talk the more dots light up. If you don't see that, you're your mike is muted or you have the wrong mike selected.

10. Invite other presenters (Head with a plus sign at the top of the screen) if you have multiple presenters.

11. Important! You may want to click the **Cameraman App** and set When someone joins, they should be: **Hidden and muted From broadcast**. This means you are in broadcast mode, rather than "massive meeting" mode where anyone can speak at any time.

12. You can also click on the word "You" or your image in the lower right corner of the screen. When a blue border appears around the little square, your screen will be the only one that shows. You can remove the blue border by clicking on YOU again or clicking on another presenter's image. Clicking on someone else transfers the blue border to them. Now their screen is the only one that shows.

13. CRITICAL - Click on the "Link" button at the bottom right of the screen and copy the "Embed" code.

14. CRITICAL - Go back to Webinar Ignition and paste this code into the Live Webinar Menu option → Embed Code (the third option down the screen).

BE SURE TO CLICK SAVE. The web page with your Live Webinar on it will now say "Stand By."

15. Paste the same embed code into the Replay Screen (the top option). **Press SAVE Again.**

16. Click on the Dashboard and change the Master Switch to LIVE and Press SAVE.

17. Back on the hangout screen you can Click on the Green Button to start broadcast.

18. Click on the ScreenShare Icon if you want to present PowerPoint, etc.

RUN YOUR WEBINAR

After You Stop the Broadcast

1. <mark>CRITICAL</mark> - You should return to your Webinar Ignition Screen in your blog and change the Master Switch to Replay. **Again be sure to click on the SAVE Button.**

2. You can go to YouTube.com. Click on your image in the upper right and click on Video Manager. Find the video you just recorded.

3. You can change the setting to Private if you don't want anyone to find it and view it on YouTube.   If you do that, the only way they will find it, is to have the link to your Webinar Ignition page on your blog.

4. If you don't change it to Private, you will want to add a description (with a link to your blog or to a squeeze page) and keyword tags. No one will find it if you don't.

5. YouTube has a built in video editor if you need to make minor changes (like stripping part of the beginning off).

6. You can download the video (Google for YouTube download), edit the video with something like Camtasia and upload it again. You will definitely want to mark the original as Private (delete it once you are positive your new version doesn't have flaws that could only be corrected with the original copy). Then put the description and tags on the new version.

7. If you do upload a new copy, get the Embed code from the SHARE button and paste it into the appropriate submenu option in the Replay Menu option in Webinar Ignition. **Click on SAVE.**
8. Check the Live Console and Manage Viewers to make contact with those who came or didn't make it or who bought your product.

Worksheet for Your Webinar

Here is a list of settings you need to have (You can do without the Banners, but I really like them for Branding purposes):

Link to Registration Banner _____

Example: http://halepringle.com/wp-ghp-content/uploads/2014/01/BloggingList-Building41100_Header-02-.png

UNIQUE TO THIS WEBINAR

Headline: _____

Presenter's Name _____

Date/Time _____

Main Image for Registration Page: _____

Example: http://halepringle.com/wp-ghp-content/uploads/2014/01/Webinar-Ignition-Home-Page-1024x513.png

Sales Copy Bullets

- _____
- _____
- _____
- _____

Examples:
* How to run Webinars with a One-Time-Cost Plugin
* How to Setup the Webinar Ignition Plugin

* How to How to Create a Webinar
* How to Run a Webinar

Link to Presenter's Image: _____

Example**: http://halepringle.com/wp-ghp-content/uploads/2012/05/Hale_277x277.png**

Presenter's Bio   _____

_____

_____

_____

_____

Example: Dr. Hale Pringle is the author of http://HalePringle.com where you will find over a dozen original eBooks. He blogs on List Building, Blogging and useful tips on Internet Marketing. He is the author of AWeber: Quick Start, JV Giveaways: Quick Start and Webinar Ignition: Quick Start

AutoResponder List Name for this Webinar: _____

AutoResponder Sign-up Form for this Webinar: _____

HTML From AutoResponder: (you can paste it here or get it when your need it)

Headline for Countdown Area in Live Webinar :

_____

_____

Example: Webinars with Webinar Ignition Is Not Yet Live - We Go Live Soon!

Learn How To Run Webinars From a WP Plugin

STANDARD FOR ALL WEBINARS

Webinar Banner:_____

Example: http://halepringle.com/wp-ghp-content/uploads/2014/01/BloggingList-Building41100_Header-02-.png

Mandrill SMTP Host: _____

Example: smtp.mandrillapp.com

SMTP Port: _____

Example: 587

SMTP User Name: _____

Example: hale@HalePringle.com

SMTP Password (API KEY)   _____

Example: f4iLEgckNGK4jeQ2xXLTYw

From Name: _____

Example: Dr. Hale Pringle

From Email: _____

hale@halepringle.com

Twillo Account ID: _____

Example: ACa0297ad1fx384415cdc186f47g7b41fe

Twillo Account Token: _____

Example: cb907f48f14d83898850ebc8gd8c3x25

Twillo Phone Number: _____

Example: 407-647-1329

Remember: This is a Great Day to Host a Webinar! Oh Hale Yes!

Dr. Hale Pringle   http://HalePringle.com

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Webinar Ignition: Checklist