



Online Seminar Sales Funnel Checklist

LIST OF ESSENTIALS

YES

A free email account (personal, email, company email, Gmail, etc.)	
At least one (1) PowerPoint or Keynote Presentation	
Free YouTube Channel (click here to get instructions on creating a free YouTube Channel)	
A Computer with built-in microphone	
Free “Widget” to give to your visitors (in return for their information for opting in)	
Screen Capturing Software (We highly recommend Camtasia)	
Landing Page (We HIGHLY recommend LeadPages . It was truly a game changer for our business online and has saved us tens of thousands in web developer fees)	
Email Auto-responder (We highly recommend Infusionsoft , Aweber , or Mailchimp)	

OPTIONAL ITEMS	
Headset microphone for recording (\$28 Logitech USB headset)	
Wordpress based website to host the landing pages yourself (via an easy to operate plugin from LeadPages)	