

# 10 Steps to Promote a Program

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## **TODAY'S ARTICLE:**

### **[10 Steps to Create a Successful Webinar](#)**

Regardless of how much your community needs your event, they won't come if you don't promote it. Planning and developing promotional event is not hard, but it takes time. Here are three steps to promote a program series that will attract your ideal clientele.

- 1. Set a promotional event date eight weeks from when you'll begin preparations.** Your paid event should follow within a week or so. Note any holidays or vacation times that might affect your ability to reach people and gain good attendance. Right now, Fourth of July, summer vacations, and Labor Day delay my launch date.
- 2. Set up a landing page on your website to sell the free webinar.**

The landing page is hidden to regular website visitors. Only the people in your webinar will receive it. To set up a landing page, use your WordPress settings to remove all navigation menus, links to other pages, and sidebars.

If you don't have these settings on your website, you can buy a new domain name specific to the title of your event and use that as a landing page. Some people prefer a dedicated name anyway to attract people using search engines.

**3. Make sure you have Google Analytics or a similar program set up to record visits and registrations.** This is how you'll know which websites and partners are most successful and which are less so.

[Read the rest of the article.](#)

**See other articles in the series:** [7 Steps to Create a Coaching Program](#) and [How to Promote a Webinar](#).

**See my blog [for more topics](#).** You'll find articles on how to write when you don't feel like it, how to create an e-book, and how to launch your information products.

I value your readership and your interaction. Please comment on the blog posts or reply to this e-mail. Let me know about your experiences, share tips, ask questions, and tell me what you want to read and learn.

Best regards,

Holly

Holly Genser, MA, CTA-CC  
Transformative Information Products Writer and Coach

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