Clubhouse Planning Calendar

Use this template to plan your upcoming Clubhouse rooms. Start planning at least 4 weeks in advance to allow time for any mishaps or interruptions.

Week 1: Topic & Guest Selection

- [ ] Brainstorm topics for future discussions.

- [ ] Talk with your team regarding subject ideas.

- [ ] Research latest news surrounding the topic.

- [ ] Research the topic well

- [ ] Locate and send out guest invitation. (if applicable)

- [ ] Research products / services to promote via affiliate links.

Week 2: Testing & Prep

- [ ] Schedule the room.

- [ ] Create questions for guest speaker (if applicable)

- [ ] Outline the show including stories you want to share, which products to promote, etc.

- [ ] Test the app and your audio equipment such as headphones and mic.

- [ ] Gather affiliate links to items you will be promoting & create short links that are easy to remember.

- [ ] Start talking about the topic - not necessarily the room itself, but maybe issues that will be addressed during the room event. This will get them to thinking about the topic.

Week 3: 1 Week Prior to Event

- ☐ Send a quick note to any guest to ensure they're still on board.
- ☐ Create and release pre-event marketing material including topic hints, teasers, hyping up your guest speaker, etc.
- ☐ Check that you have created answers to any questions submitted ahead of time by attendees.
- ☐ Send reminders about the event to your subscribers. Remind them on your social media sites.

Week 4: Event Day

- ☐ Remind your followers to join you starting 3 hours before the call, 1 hour prior, 10 minutes prior. Use social media and email.
- ☐ Promote your live room across all your platforms.
- ☐ Open the room on schedule.
- ☐ Introduce yourself and remind listeners what they're going to learn and who is joining as a guest speaker.
- ☐ Remind listeners of how things work and what the room rules are.
- ☐ Invite moderators to join.
- ☐ Keep the conversation on topic and flowing naturally.
- ☐ Thank everyone for joining and close out the call once it's finished or hand it off if someone wants to take over.
- ☐ Track your results. How many listeners joined? Which speakers did an excellent job of keeping the audience engaged and offered value to the conversation? How many new subscribers or customers did the event generate?
- ☐ Make notes of any changes you want to make prior to the next event.
- ☐ Make notes of potential new topics based on the conversation and which speakers you might want to invite.
- ☐ Follow up to thank the guest and moderators for joining you. (if applicable)