

PIVOT PLAN

How to *Quickly, Easily, and Inexpensively* Convert Your ***In-Person*** Event into a Successful ***Online*** Event

YOUR INSTRUCTOR



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MAKING THE DECISION

4 PRINCIPLES:

1. _____
2. _____
3. _____
4. _____

4 PRACTICAL CONSIDERATIONS:

1. _____
2. _____
3. _____
4. _____

CASE STUDY: COMMUNITY PREGNANCY CLINICS

- **Visit:** <https://bit.ly/2U4BRvx>

GETTING STARTED WITH ONLINE EVENTS

CASE STUDY: ABORTION MARKETING EXPOSED

- **Visit:** <https://bit.ly/2vFRznu>

CASE STUDY: PRO-LIFE BREAKTHROUGH

- **Visit:** <https://bit.ly/2Qw24Ro>
- **Visit:** <https://bit.ly/2QsArc3>

CASE STUDY: BIG EVENT (\$71 to \$141,734 in 72 hours)

- **Visit:** <https://bit.ly/3b9bn1q>

WHY WEBCASTS ARE SO POWERFUL

3 THINGS WEBCASTS ALLOW YOU TO DO:

1. _____
2. _____
3. _____

CASE STUDY: STOP THE ABORTION MANDATE

- **Visit:** <https://bit.ly/3ddrxJ8>

CASE STUDY: NIFLA

- **Visit:** <https://bit.ly/3bcJYf7>

CASE STUDY: “UNPLANNED” BOOK LAUNCH

- **Visit:** <https://bit.ly/2Qv4Vdd>

CASE STUDY: ENDING ABORTION SUMMIT

- **Visit:** <https://bit.ly/2WrDmFL>

CASE STUDY: DAVID DALEIDEN LEGAL DEFENSE FUND

- **Visit:** <https://bit.ly/2U5Fpxp>

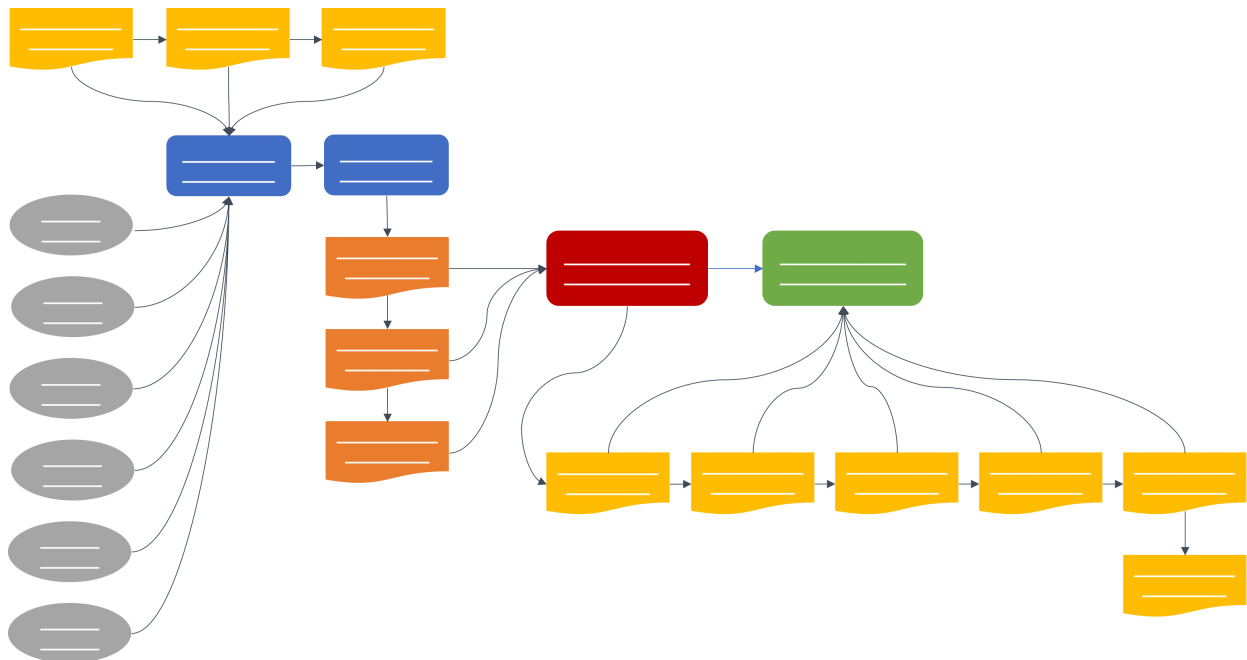
CASE STUDY: FOCUS — SAVE LIVES U

- **Visit:** <https://bit.ly/2xaLVtS>

CASE STUDY: SOUTHWEST COALITION FOR LIFE

- **Notes:**

PROVEN, STEP-BY-STEP BLUEPRINT



2 GAME-CHANGING SECRETS:

1. _____

2. _____

COMMUNICATING YOUR PIVOT

2 PLACES TO FOCUS FIRST:

1. _____

2. _____

CASE STUDY: COMMUNITY PREGNANCY CLINICS

- **Visit:** <https://bit.ly/2U4BRvx>
- **Notes:**

CASE STUDY: STUDENTS FOR LIFE OF AMERICA

- **Notes:**

TECHNOLOGY TOOLS

FREE OPTIONS

- **Free Conference Call:** <https://bit.ly/399WN8y>

- Facebook Live: <https://bit.ly/3a7XH6P>
- YouTube Live: <https://bit.ly/3dj0FaM>

4 IMPORTANT TECH COMPONENTS:

1. _____
2. _____
3. _____
4. _____

LANDING PAGES

- LeadPages*: <https://bit.ly/2J2OAsj>

EASY, LOW-TECH, STABLE EVENT PLATFORM:

- Instant Teleseminar*: <https://bit.ly/3dhnStN>

HIGHER-TECH VIDEO-BASED EVENT PLATFORMS:

- Zoom Webinar: <https://bit.ly/2UnFifH>
- GoToWebinar: <https://bit.ly/2UabFjj>

EXAMPLE OF EMBEDDED LIVE VIDEO FEED:

- Community Pregnancy Clinics: <https://bit.ly/2J2Pghl>

EMAIL SYSTEM

- Use what you already have
- Alternative- MailChimp: <https://bit.ly/2wfGPN2>

CALL TO ACTION PAGES

- Use what you already have
 - Donation or order page on your web site
- Accept donations online
 - Anedot: <https://bit.ly/2WrjGlk>
 - Ministry Sync: <https://bit.ly/2WwYiuQ>

YOUR NEXT STEPS:

1. DECIDE

- ---

2. IF YOU PIVOT

- ---

3. FOR FASTEST, MAXIMUM RESULTS

- **Pivot Plan Bootcamp & Coaching Program:** <https://bit.ly/2wsomwu>

** If you sign up for these services using the links provided, I may receive a referral commission — however this will cost you nothing, provides you with the best current offer for these tools, and I only refer tools that I personally use and have had great experiences with. If you prefer to avoid this, please feel free to go directly to the service provider.*