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FREE AGENT GUIDE

Webinar Strategy

Free Claude skill that builds a real webinar hook and a dated follow-up plan that turns attendees into pipeline, no API key needed.

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What it does

It's called Webinar Strategy, and the honest version is: it builds the strategy work most people skip before a webinar, not the webinar itself. You tell it what you're selling and who it's for, and it walks through five phases: pick a topic that actually earns attention, source the right speaker, build a 21 day promotion calendar, set production standards, and, most usefully, write a dated follow-up sequence that segments attendees by how engaged they were and gets your sales team calling the hot ones while the content is still fresh.

The video claims it builds "the hook, the offer, and the follow-up." We tested it on an invented scenario and two of those three hold up exactly as claimed. The hook is real: it runs your topic through three pass/fail tests (does it challenge something your audience believes, would they forward it to their boss, does it lead naturally to the problem you solve) before it lets you lock a title. The follow-up is real: a genuinely detailed, dated pipeline sequence, not a generic "thanks for attending" email. The offer is the honest caveat: there's no dedicated step for it. The only place an offer shows up is a single blank line in the run-of-show ("soft CTA, education-first"), with no guidance on what that CTA should be. You write that part yourself.

It's pure markdown and a small Python checker script, no API key, no signup, no monthly bill. It runs entirely inside Claude reading and following its own instructions.

Who it is for

Anyone running B2B webinars for demand generation, marketing managers, founders doing their own demand gen, or agencies planning a client webinar, who keeps booking webinars that get decent attendance and then quietly generate nothing, because nobody built the actual strategy behind the promotion and the follow-up.

Before you start

- Claude Code installed (or another Agent Skills compatible tool, the skill's own frontmatter lists Codex, GitHub Copilot, Cursor, Gemini CLI, OpenCode, Goose and others as compatible)
- git installed, to clone the source repository
- No API key, no paid account, no signup of any kind
- Install took 5 minutes in testing, once we worked around a bug in the repo's own installer (see Troubleshooting)

Install

Step 1: Clone the skills repository

This pulls a copy of the whole gtm-skills repository onto your machine so you can grab the one skill you need.

```
git clone https://github.com/LeadMagic/gtm-skills.git
```

Step 2: Copy just the Webinar Strategy skill into your project

This creates the folder Claude Code looks in for project skills, then copies only the webinar-strategy skill into it. This is the exact command we verified produces an identical result to the repo's own documented installer.

```
mkdir -p .claude/skills
cp -r gtm-skills/skills/demand-gen/webinar-strategy .claude/skills/webinar-strategy
```

Open Claude Code in that project folder and it will pick up the skill automatically. Ask it to plan a webinar and it will load `webinar-strategy` and walk you through the five phases.

Run it

We tested it with an invented product and audience: Reconcile, a fictional AI inventory-reconciliation tool for mid-market 3PL (third-party logistics) warehouses, targeting VP Operations running 2 to 10 warehouses.

Abbreviated real output:

```
Working title: Why Your Cycle Counts Are Lying to You
Challenges ICP assumption: Y, a clean cycle count still hides shrink
Forwardable to boss: Y
Leads to problem we solve: Y

21-Day Promotion Calendar:
D-21 registration live -> D-14 email 1 -> D-10 speaker LinkedIn post
-> D-7 email 2 -> D-5 paid + partner co-promo -> D-3 last-chance + DMs
-> D-1 reminder

Post-Webinar Pipeline Sequence:
Hour 0 recording+slides -> Day 1 written Q&A -> Day 3-5 SDR call blitz
on hot attendees -> Day 7 "what you missed" to no-shows -> Day 14+
repurpose into blog/clips/newsletter
```

That's a genuinely usable hook and a genuinely usable follow-up plan, filled in specifically for the invented product, not generic filler.

Troubleshooting

The repo's documented `gh skill install` command fails. It needs a `gh skill` extension that doesn't exist on a normal, current GitHub CLI install (tested on `gh 2.86.0`, `gh skill --help` returns "unknown command"). Skip that path entirely and use the `cp -r` method in Install above.

The repo's own `install.sh` script reports `installed=0`, `failed=1` and writes nothing. This happens if you already have `gh` (GitHub CLI) installed at all, even though it can't run `gh skill`. The script is supposed to fall back to a plain copy, but its fallback check only looks for whether `gh` exists, not whether `gh skill` actually works, so it never falls back for most people. The manual `cp -r` in Install sidesteps this completely and is what we verified working.

Running the skill's own checker script says sections are missing, even on a correctly filled plan.

`scripts/check-output.py` inside this skill checks for headings (`## Framework Basis`, `## Recommendation`, `## Implementation Steps`, `## Metrics`) that the skill's own output template never uses. This is a bug in that one script, not a problem with your webinar plan. Ignore its result.

The "offer" doesn't write itself. The skill builds the hook and the follow-up in detail but only gives you one blank line for the offer or CTA. Decide that part yourself before you ask Claude to fill in the run-of-show.

Credit

Built by LeadMagic (<https://github.com/LeadMagic/gtm-skills>), MIT license, 53 stars at test time. Two corrections to the repo's own claims: its README says recent GitHub CLI releases include a `gh skill` command, that command does not exist on a current gh install, and its documented installer fallback for that case does not actually trigger unless gh is removed from your machine entirely. Separately, this skill's own `check-output.py` validator checks for the wrong section headings and will report a correctly built plan as incomplete, that script cannot be trusted as a pass or fail signal.

The full write-up, with the PDF and every guide, lives free at learnaiwithdany.com. Comment WEBINAR on the video to get this link sent to you directly.

RECAP

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