



THE GIVEAWAY PLANNING CHECKLIST

Your high-level guide to designing a collaborative event that grows your list, builds credibility, and drives connection!

Think of this as your roadmap — the essential checkpoints to plan, promote, and profit from your next giveaway with confidence.

1. GET CLEAR ON YOUR GOAL

I know why I want to do this giveaway - list growth, visibility, collaborations, or clients

I've defined what success looks like in real numbers (opt-ins), conversions, relationships)

A well-planned giveaway starts with purpose. Before you dive into logistics, define what success means — whether it's visibility, new leads, collaborations, or clients. When you know the “why,” every decision becomes easier to make and measure. A clear goal turns random activity into focused momentum.

2. DEFINE THE RIGHT AUDIENCE

I know exactly who this giveaway should attract — and who it shouldn't.

My contributors serve a similar (not identical) audience so we all win.

Clarity about who you want to attract shapes every part of your event. Think carefully about the audience you want and the type of collaborators who serve them. **If you're appealing to “everyone,” no one leans in.** The more specific your focus, the stronger your results and alignment will be.

Keep planning, keep building, and keep moving forward!

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3. CHOOSE QUALITY CONTRIBUTORS

Develop a clear contributor profile (credibility, alignment, reliability).

Create a simple way to onboard and communicate expectations.

Great giveaways are built on great partners — not just big lists. Choose contributors whose integrity and energy reflect the experience you want to create. They aren't simply sharing a gift; they're co-promoting the event with you. Treat them as partners, not participants, and their enthusiasm will multiply your reach.

4. BUILD A SMART STRUCTURE

Map out dates for contributor signup, promo period, and event close.

Determine if you will offer meaningful incentives to contributors (leaderboard, next event perks, shout-outs).

Decide on format logistics whether to include tiering, interviews, spotlights, etc.

Structure gives energy direction - not chaos. Map out key dates and details early so everyone knows what's happening and when. A clear plan keeps momentum steady and prevents confusion. Decide how contributors and participants will move through each step — signup, promotion, and follow-up — and outline tiers or spotlights in advance. Your structure becomes the backbone that keeps enthusiasm organized and results measurable.

5. CREATE A CONVERSION-READY FUNNEL

Develop a landing page that clearly states the value and call-to-action.

Create your thank-you page and follow-up emails to guide new leads to their next step.

Determine your process to track signups by contributor (affiliates and tags).

A beautiful funnel isn't enough — it needs flow. Design an easy experience for participants from landing page to thank-you email. Start nurturing right away and track which contributor brought in each lead. When your tech, copy, and timing align, your giveaway moves seamlessly from sign-ups to lasting relationships.

6. PLAN YOUR COMMUNICATION & ENGAGEMENT

Schedule weekly touchpoints with contributors before and during the event.

Create promo copy, visuals, and reminders ready to go.

Develop community or spotlight features to keep energy high.

People promote what they feel part of. Keep contributors engaged with clear timelines, ready-to-use promo copy, and consistent updates. Make it simple for them to share and celebrate the event. Connection builds momentum — and momentum fuels results.

7. Debrief and Leverage

[] Review performance (opt-ins, engagement, conversion) immediately post-event.

[] Complete a lessons learned from this event to make your next one even better.

Your giveaway's real value starts after it ends!

Review what worked, what needs refining, and how you'll re-engage new leads. Use what you learn to strengthen the next one. Each event becomes a stepping stone toward greater visibility, confidence, and results.

Your checklist is the start — your system begins here.

The Aligned Giveaway Blueprint is a self-paced mini-course that helps coaches and entrepreneurs plan, host, and leverage successful giveaways!

Learn the indepth aspects of hosting a giveaway and receive access to the materials (i.e. templates, AI prompts, etc) that will help you effectively launch your Giveaway!

COMING SOON



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