

LIST LEVERAGE EMAIL PROFITS

Webinar Registration

The purpose of this campaign is to get your email list subscribers to register and attend a webinar, hangout or event. This will work weather you are promoting your own webinar or someone else's.

Email #1

(To be sent between 2 and 7 days of live webinar)

Subj: Special training on **[TOPIC OF WEBINAR]**...

Subj: **[WEBINAR]** Don't miss this **[TOPIC]** training...

Hey **[FIRSTNAME]**,

I'm holding a special training **[WHEN? TOMORROW?]**- **[DAY OF WEEK],[MONTH][DAY]** at **[TIME][TIMEZONE]** where I'll walk you through my **[SUBJECT OF WEBINAR]**.

Register here right now:

[LINK TO REGISTER]

Here's just a taste of what you'll learn on this special online training:

* **[BULLET OF WHAT THEY'LL LEARN]**

* **[BULLET OF WHAT THEY'LL LEARN]**

* **[BULLET OF WHAT THEY'LL LEARN]**

* **[BULLET OF WHAT THEY'LL LEARN}**

Plus tons more...

Here is the link to get registered now:

[LINK TO REGISTER]

Talk soon,

[YOUR NAME]

[YOUR AUTHORITY SITE]

Email #2

Subj: Join me on my special training **[TOMORROW/DAY, etc]**

Subj: Join me **[TOMORROW/DAY, etc]**

Subj: Special training **[TOMORROW/DAY, etc]**

Hey **[FIRSTNAME]**,

I wanted to personally invite you to a special training I'm holding on **[TOPIC OF WEBINAR]**. The training is **[TODAY/TONIGHT]** at **[TIME][TIMEZONE]**.

Reserve your complimentary seat here:

[LINK TO REGISTER]

Here's just a taste of what you'll learn on this special training:

* **[BULLET OF WHAT THEY'LL LEARN]**

* **[BULLET OF WHAT THEY'LL LEARN]**

* **[BULLET OF WHAT THEY'LL LEARN]**

* **[BULLET OF WHAT THEY'LL LEARN]**

Plus tons more...

Here is the link to get registered now:

[LINK TO REGISTER]

See you there,

[YOUR NAME]

[YOUR AUTHORITY SITE]

Email #3

(To be sent 15 to 5 minutes prior to webinar to scoop up last minute subscribers)

Subj: [STARTING NOW] We're all waiting on YOU!

Subj: Everyone is waiting on YOU! ;)

Subj: Are you joining me?!

Subj: Don't stand me up!

Hey **[FIRSTNAME]**,

The "[**TRAINING TITLE**]" training is about to start and we're all waiting you!

Hurry, I can't wait much longer to start!

Go grab a last minute seat [HERE](#) while you still can.

See you in a few,

[YOUR NAME]

[YOUR AUTHORITY SITE]

CAMPAIGN 2

Webinar Attendance Campaign

The purpose of this campaign is to get people who have registered for your webinar to actually show up. This is an important part of maximizing your attendees, because just because they registered doesn't mean they will actually remember to show up.

Email #1

(To be sent the day before the webinar)

Subj: [FIRSTNAME], don't forget about tomorrow!

Hi [FIRSTNAME],

Don't forget tomorrow is your training webinar on:

"[NAME OF TRAINING]"

Here's the info again just incase:

Start Date & Time:

Your unique URL:

This is important so I'll remind you tomorrow as well... Trust me you'll thank me after the webinar!

See you tomorrow!

See you in a few,

[YOUR NAME]

[YOUR AUTHORITY SITE]

Email #2

Subj: [FIRSTNAME], our meeting today

Hi **[FIRSTNAME]**,

You all set for our **[TOPIC OF TRAINING]** meeting tonight?

We'll go for about **[XX]** minutes and then I'll answer any questions you might have.

All you have to do to join is click **HERE** at **X:XX AM/PM [TIME ZONE]** (TONIGHT).

Here's just a taste of what you'll learn on this special online training:

- **[BULLET #1 FROM WEBINAR REGISTRATION PAGE]**

- [BULLET #2 FROM WEBINAR REGISTRATION PAGE]

- [BULLET #3 FROM WEBINAR REGISTRATION PAGE]

- [BULLET #4 FROM WEBINAR REGISTRATION PAGE]

- [BULLET #5 FROM WEBINAR REGISTRATION PAGE]

...And so much more!

A TON of people have registered and I'm honestly afraid that some of them are going to get shut out... we just don't have room for everyone.

If you show up a few minutes early, you should be fine.

See you tonight,

[YOUR NAME]

P.S. To join the training, just [CLICK HERE](#)

We'll begin at **X:XX AM/PM [TIME ZONE]** sharp. Please try to show up 10 minutes early to avoid losing your seat.

Message #3 – Send the DAY OF The Webinar in the AM or at least 6 hours prior to the start time

Subj: [FIRSTNAME], our meeting today

Hi **[FIRSTNAME]**,

You all set for our **[TOPIC OF TRAINING]** meeting tonight?

We'll go for about **[XX]** minutes and then I'll answer any questions you might have.

All you have to do to join is click **HERE** at **X:XX AM/PM [TIME ZONE]** (TONIGHT).

Here's just a taste of what you'll learn on this special online training:

- **[BULLET #1 FROM WEBINAR REGISTRATION PAGE]**
- **[BULLET #2 FROM WEBINAR REGISTRATION PAGE]**
- **[BULLET #3 FROM WEBINAR REGISTRATION PAGE]**
- **[BULLET #4 FROM WEBINAR REGISTRATION PAGE]**
- **[BULLET #5 FROM WEBINAR REGISTRATION PAGE]**

...And so much more!

A TON of people have registered and I'm honestly afraid that some of them are going to get shut out... we just don't have room for everyone.

If you show up a few minutes early, you should be fine.

See you tonight,

[YOUR NAME]

P.S. To join the training, just **CLICK HERE**

We'll begin at **X:XX AM/PM [TIME ZONE]** sharp. Please try to show up 10 minutes early to avoid losing your seat.

Message #4 – Send DAY OF The Webinar (SEND 1 HOUR BEFORE THE WEBINAR STARTS)

Subj: [1 HOUR WARNING]“[NAME OF TRAINING]”

Hi **[FIRSTNAME]**,

The “**[NAME OF TRAINING]**” training you registered for starts in just under an hour (at X AM/PM **[TIME ZONE]**).

I'm going to teach you how to **[WHAT ARE THEY GOING TO LEAVE KNOWING?]**.

Click [HERE](#) to join the webinar with your unique access link.

Now for some bad news...

There are more people registered for this webinar that the system can actually hold.

...So please get there a few minutes early to avoid losing your seat.

See you soon!

[YOUR FIRST NAME ONLY]

P.S. Remember the only way you can join the webinar me is by using this unique link:

Message #5 – Send DAY OF The Webinar 5-10 minutes prior to the start time

Subj: [FIRSTNAME], your **[TOPIC OF TRAINING]** is starting now!

Hey [FIRSTNAME],

We're on and filling up FAST!

Click [HERE](#) to join me NOW

Remember, this is the training you registered for on:

“[NAME OF TRAINING]”

Click here now to join me or risk being locked out.

See you in a second,

[YOUR FIRST NAME ONLY]