Email Sequences – Confirmation after registration and reminders.

Email #1 – Upon Registration
Email #2 – 4 days before Webinar
Email #3 – 1 day before Webinar
Email #4 – 30 Minutes before webinar

Note: All the emails (EXCEPT the one 30 minutes before) will give link direct to the Webinar Confirmation Page

Email #1 Send immediately after registration
Subject Line – You're Confirmed – Date & Time – Open Now for Details
Email Body
Your Logo Dear ___, [insert first name] You're all set and confirmed for the "_____" training. Congratulations for making the decision to advance your skills and knowledge and being committed to the process. Take a moment now and lock the date and details in your calendar (including the Zoom link), so it's easy for you to join us for this powerful training. **CLICK HERE for all the details** (this is the link to the confirmation page on your website) *Note: If you don't have a website, these details may be sent in email*. I look forward to sharing these tips, tools and strategies to _____ with you. If you have any questions or specific requests prior to the training, feel free to email me. Signature

Email #2 Sent 4 days before webinar	Email #3 Sent 1 day before Webinar
Subject Line – [Insert Name] – Reminder – Your Class is on ____ [day]	
Email Body Just copy from previous email	

Subject Line – We're Getting Started – Here's the Link to Join at ___ [time]

Email Body

Your Logo

Dear ___, [insert first name]

We're about to get started and are so looking forward to sharing this powerful tips, strategies and solutions with you [modify as applicable].

Here are all the details:

When: Day and Date

Time: hour (remember to include times in different time zones)

Where: CLICK HERE to join on Zoom
　　　　Passcode: _____
　　　　If you prefer to join by phone, Dial 1+ _____
　　　　Meeting ID _____, Passcode: _____

See you soon!

Signature

| Day 8 – Include in newsletter (if you have one) |
| This email is sent 4 days after the previous one |

With a newsletter blurb, create a headline just as you would for a subject line (in order to capture the reader's attention. Keep it focused on what's in it for them, with the date so they recognize time sensitive.

Newsletter Blurb

NAME OF CLASS Date of Class Link to Register Join us Live or Get the Replay	IMAGE THAT REPRESENTS THE PROBLEM OR THE OUTCOME FOR PARTICIPANTS

► Click Here to Register

| Day 10 – Email #3 |
| This email is sent 2 days later |
| Feel free to add images if you have them (although not necessary) |

Keep the subject line focused on what's in it for them, with the date so they recognize time sensitive.

Subject Line – This Friday – Finally Get the _____ You've Been Looking For
Preview Text - This Friday at 12pm ET

Email Body
Note: You are basically copying from your previous emails #1 or #2 and repeating the benefits for them to attend the class

Your Logo

Dear ___, [insert first name]

[Change slightly – to catch their attention with a different benefit]

Have you been wanting to _____? If you're like most of the people I've spoken with lately, this is something you'd love to achieve, yet you're not quite sure how to pull it off.

This Friday at 12pm I'm hosting a FREE online class where I will show you the exact formula for _____.

Here are the details:

NAME OF CLASS
Date of Class

Link to Register
Join us Live or Get the Replay

You may also want to include a testimonial or two under the registration button if you have one that pertains to the subject you're teaching.

This class is absolutely free to you [or if you are charging – don't mention anything about cost here.]

I look forward to seeing you for the class. If you have any specific questions, please do email me in advance so that I can be sure to get your questions answered when we are together.

Signature

P.S. Our classes fill up quickly and seating is limited, CLICK HERE now to reserve your spot.

Day 12 – Email #4
Sent 2 days before the class
Feel free to add images if you have them (although not necessary)

Keep the subject line focused on what's in it for them, with the date so they recognize time sensitive.

Subject Line – This Friday – Finally Get the _____ You've Been Looking For
Preview Text - This Friday at 12pm ET

Email Body
Note: You are basically copying from your previous emails #1 or #2 and repeating the benefits for them to attend the class

Continue to rinse and repeat from your previous emails

Day 14 – Email #5
Sent at 6am on the morning of your class
Feel free to add images if you have them (although not necessary)

Keep the subject line focused on what's in it for them, with the date so they recognize time sensitive.

Subject Line – Last Chance to Register - Finally Get the _____ You've Been Looking For
Preview Text - Today at 12pm ET

Email Body
Note: You are basically copying from your previous emails #1 or #2 and repeating the benefits for them to attend the class

Continue to rinse and repeat from your previous emails