

Email Sequences – Marketing the Webinar

The following sequence is based upon having a 14-day marketing window. It's okay to have less time for marketing a webinar, especially if you have a strong following and responsive email list.

Day 1 – Email #1 This is your first email announcing the upcoming webinar
Keep the subject line focused on what's in it for them, with the date so they recognize time sensitive. Subject Line - Let's Kick Off 2021 Together - This Friday at 12pm ET Preview Text ¹ - Nancy's Annual New Year's Message
Email Body Your Logo NAME OF CLASS Date of Class Link to Register Join us Live or Get the Replay Dear ____, [insert first name] Kick off 2021 with focus, clarity and inspired action! Nancy will share the proven formula to create and maintain momentum all year long so that you are feeling fulfilled, on purpose and consistently experiencing prosperity. Join us for this FREE class! [INSERT INSPIRING IMAGE IF YOU HAVE ONE]  <i>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.</i> Signature P.S. Our classes fill up quickly and seating is limited, CLICK HERE now to reserve your spot.

¹ This is a secondary subject line available with some CRM / Autoresponder email systems.

Day 4 – Email #2

This email is sent 3 days later

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

Subject Line – Have You Been Wanting to _____?

Preview Text - This Friday at 12pm ET

Email Body

Your Logo

Dear ____, [insert first name]

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 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