LIVE WEBINAR & FOLLOW-UP

This is the campaign that we have used to fill our webinars to capacity, over and over again, and convert subscribers into sales.

It's broken into three parts:

Part 1: The 'Invite Sequence' - The first job of this campaign is to get your subscribers to register for the webinar in the first place. We recommend a series of 7 emails, sent over 4 days. Typically, promoting a webinar for any longer than 4 days is challenging, as people who register earlier than that will have lost their motivation and excitement for the webinar.

Part 2: The 'Show-Up Sequence' - Once your subscribers have registered for the webinar, take them out of the 'Invite Sequence' and drop them into the 'Show-Up Sequence'. This is designed to get as many people as possible to actually attend the webinar live.

Part 3: The 'After-Show Sequence' - Once the webinar is over, you'll want to send out a series of emails to convert more sales. Many marketers find that they make just as much money from the replay than the live webinar. If your webinar platform allows you to do it, you can actually segment your registrants into three categories, and send them different follow-up series:

a. People who attended the webinar and saw at least 50% - They should have seen enough content to send them directly into the sales pitch.

b. People who attended the webinar but left before 50% - They probably didn't seen enough content and need to see the full replay.

c. People who didn't attend the webinar - They haven't seen anything, so we need to send them into the full replay.

Our 'After-Show Sequences' run for the 48 hours following the webinar and are designed to push sales into the program.

Phew, that's quite a lot of emails! Don't worry though, we're giving you all of the templates you need.

You can use this campaign with live, automated or hybrid webinars - you'll just need to adapt them to suit and, of course, never claim that the webinar is live if it isn't really. If you're doing automated webinars, just delete the word 'live'.

Note: If you want to get best results from this, we'd suggest creating 3 short videos and uploading each one to its own page.

Video 01 - A short recap of what you're going to teach on the webinar, sent to registrants, to get them excited about why they registered in the first place. Approx. time: 3 minutes.

Video 02 - A 'teaching' video, where you share a simple lesson that will overcome a misconception or objection they might have which would stop them from attending the webinar (Approx. time: 6-8 minutes).

Video 03 - A 'teaching' video, where you share a simple lesson that will overcome a common objection that they are likely to have that will stop them from joining your paid program. This video can have a button to the sales/page or order form underneath it (Approx. time: 8-12 minutes).

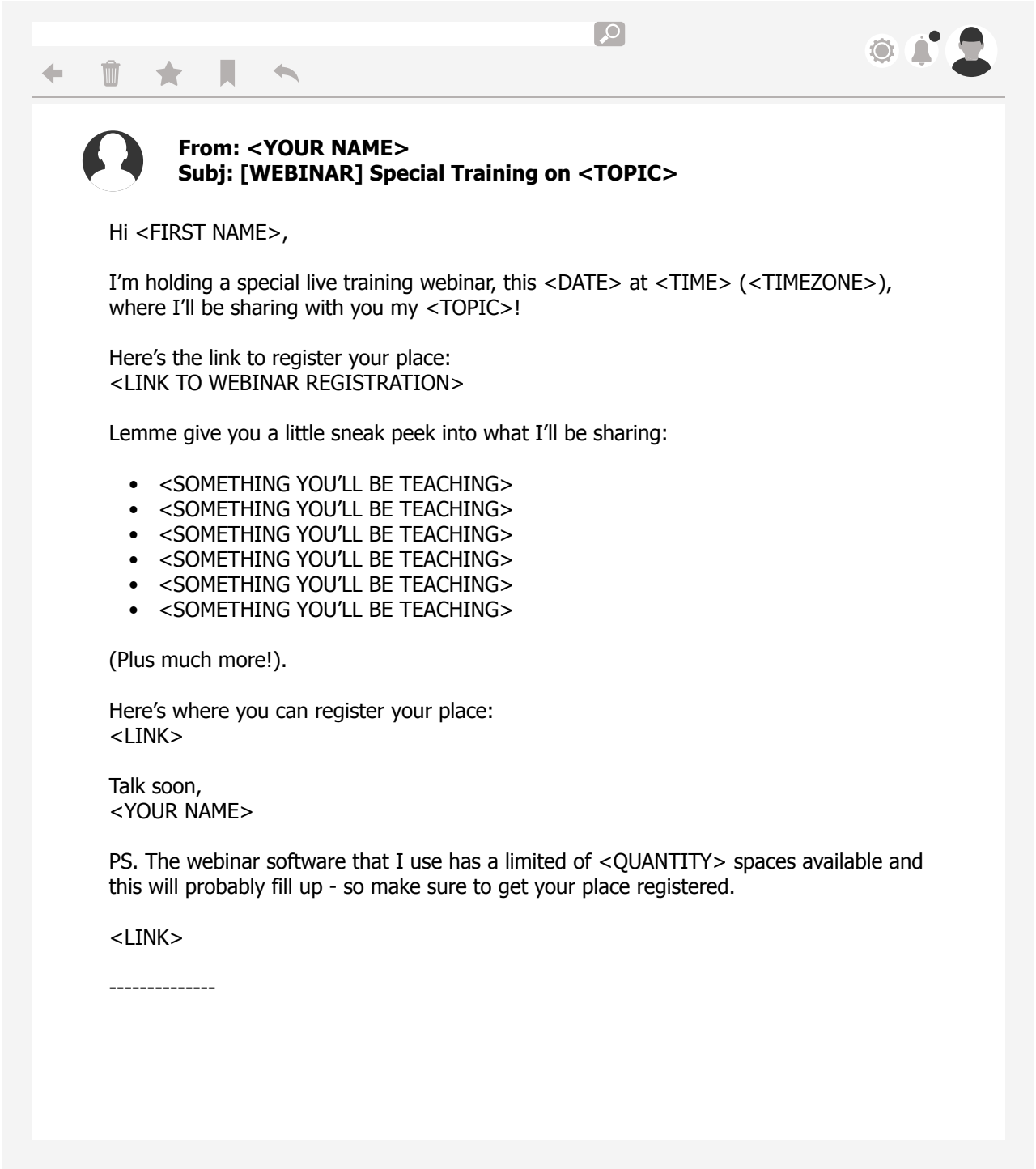
You'll see where these videos fit as you work through the email campaign.

The Campaign

Part 1 - Invite Sequence

Email #1

Sent: 3 Days Before The Webinar



From: <YOUR NAME>
Subj: [WEBINAR] Special Training on <TOPIC>

Hi <FIRST NAME>,

I'm holding a special live training webinar, this <DATE> at <TIME> (<TIMEZONE>), where I'll be sharing with you my <TOPIC>!

Here's the link to register your place:
<LINK TO WEBINAR REGISTRATION>

Lemme give you a little sneak peek into what I'll be sharing:

- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>

(Plus much more!).

Here's where you can register your place:
<LINK>

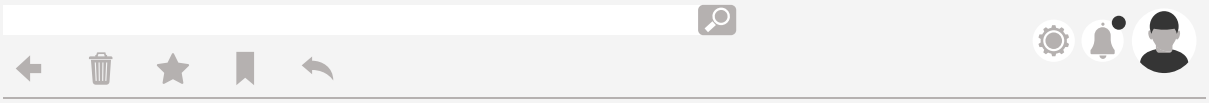
Talk soon,
<YOUR NAME>

PS. The webinar software that I use has a limited of <QUANTITY> spaces available and this will probably fill up - so make sure to get your place registered.

<LINK>

Email #2

Sent: 2 Days Before The Webinar



From: <YOUR NAME>
Subj: Your Plane Ticket!

Hi <FIRST NAME>,

I wanted to make sure that you got your place registered for this week's live training webinar on <TOPIC>:

<LINK>

It's all happening on <DATE> at <TIME> (<TIMEZONE>).

Don't worry - you don't need to book a flight and get out here to my office in <CITY> (although the weather is kind of nice this time of year!), this whole training is being held online, so you can tune in and study the whole thing from the comfort of your own sofa!

(Pop your feet up, with a glass of wine and your slippers on and prepare to have your mind blown!)

Here's just a taste of what I've got in store:

- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>

All-in-all, you'll learn exactly how to get <BIG RESULT> in <CLARIFICATION> - without <BIG OBJECTION>.

Here's the link to register your place:
<LINK>

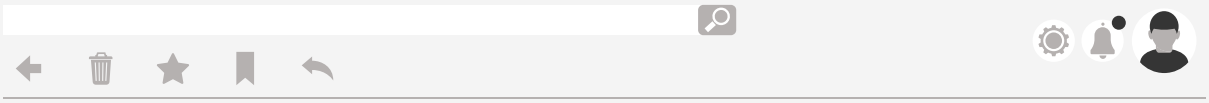
Talk soon,
<YOUR NAME>

PS. A few people have been asking if there will be a recording of the training. There probably WILL (if the technology works!) but you need to register if you want to receive it:

<LINK>

Email #3

Sent: 1 Day Before The Webinar



From: <YOUR NAME>
Subj: Your <BIG RESULT> in <TIMEFRAME>

Hi <FIRST NAME>,

I'm so excited for tomorrow's live training webinar, where I'll be showing you exactly how to finally get <BIG RESULT>.

This is the exact system that I used to help <CASE STUDY NAME> to get <CASE STUDY RESULT>, a couple of months ago.

(I'm gonna walk you through it all, no holds barred - at NO cost).

Here's the link to register:
<LINK>

You'll be learning:

- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>

It all kicks off tomorrow (<DATE>) at <TIME> (<TIMEZONE>)

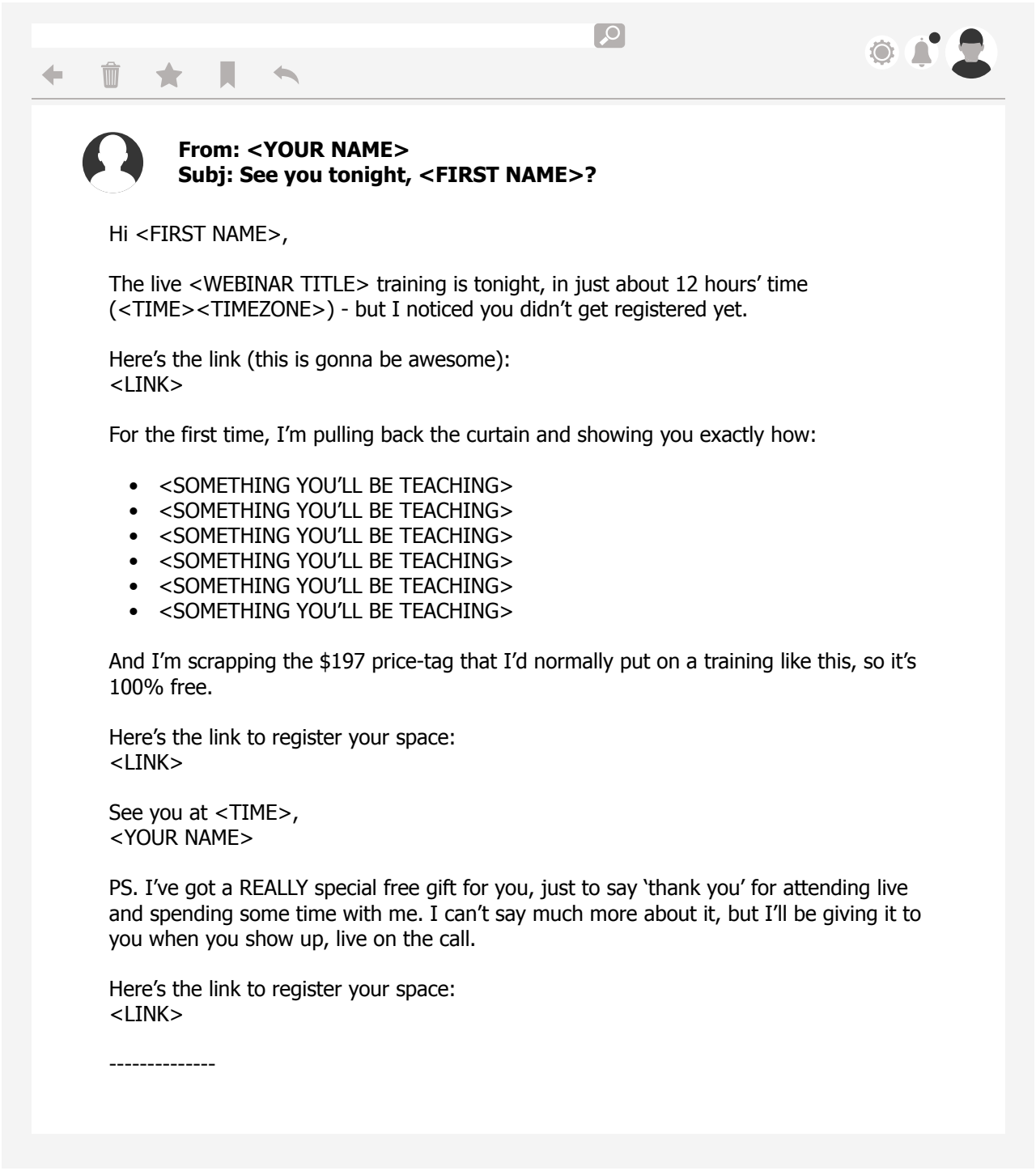
Talk soon,
<YOUR NAME>

PS. Little hint - make sure to show up early, as these trainings usually fill up and the webinar system that I use is limited to just <QUANTITY> attendees.

<LINK>

Email #4

Sent: 12 Hours Before The Webinar



From: <YOUR NAME>
Subj: See you tonight, <FIRST NAME>?

Hi <FIRST NAME>,

The live <WEBINAR TITLE> training is tonight, in just about 12 hours' time (<TIME><TIMEZONE>) - but I noticed you didn't get registered yet.

Here's the link (this is gonna be awesome):
<LINK>

For the first time, I'm pulling back the curtain and showing you exactly how:

- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>
- <SOMETHING YOU'LL BE TEACHING>

And I'm scrapping the $197 price-tag that I'd normally put on a training like this, so it's 100% free.

Here's the link to register your space:
<LINK>

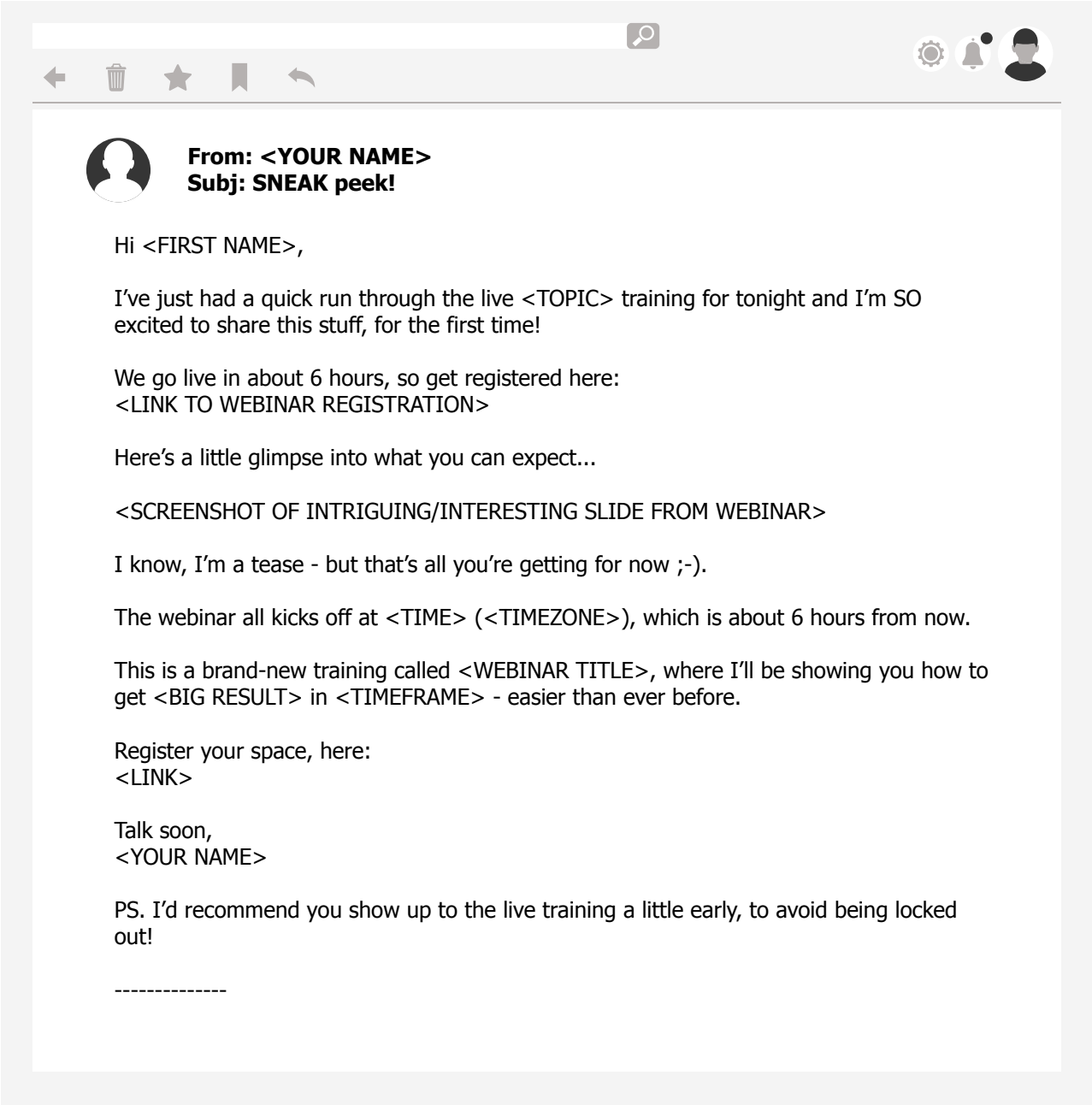
See you at <TIME>,
<YOUR NAME>

PS. I've got a REALLY special free gift for you, just to say 'thank you' for attending live and spending some time with me. I can't say much more about it, but I'll be giving it to you when you show up, live on the call.

Here's the link to register your space:
<LINK>

Email #5

Sent: 6 Hours Before The Webinar



From: <YOUR NAME>
Subj: SNEAK peek!

Hi <FIRST NAME>,

I've just had a quick run through the live <TOPIC> training for tonight and I'm SO excited to share this stuff, for the first time!

We go live in about 6 hours, so get registered here:
<LINK TO WEBINAR REGISTRATION>

Here's a little glimpse into what you can expect...

<SCREENSHOT OF INTRIGUING/INTERESTING SLIDE FROM WEBINAR>

I know, I'm a tease - but that's all you're getting for now ;-).

The webinar all kicks off at <TIME> (<TIMEZONE>), which is about 6 hours from now.

This is a brand-new training called <WEBINAR TITLE>, where I'll be showing you how to get <BIG RESULT> in <TIMEFRAME> - easier than ever before.

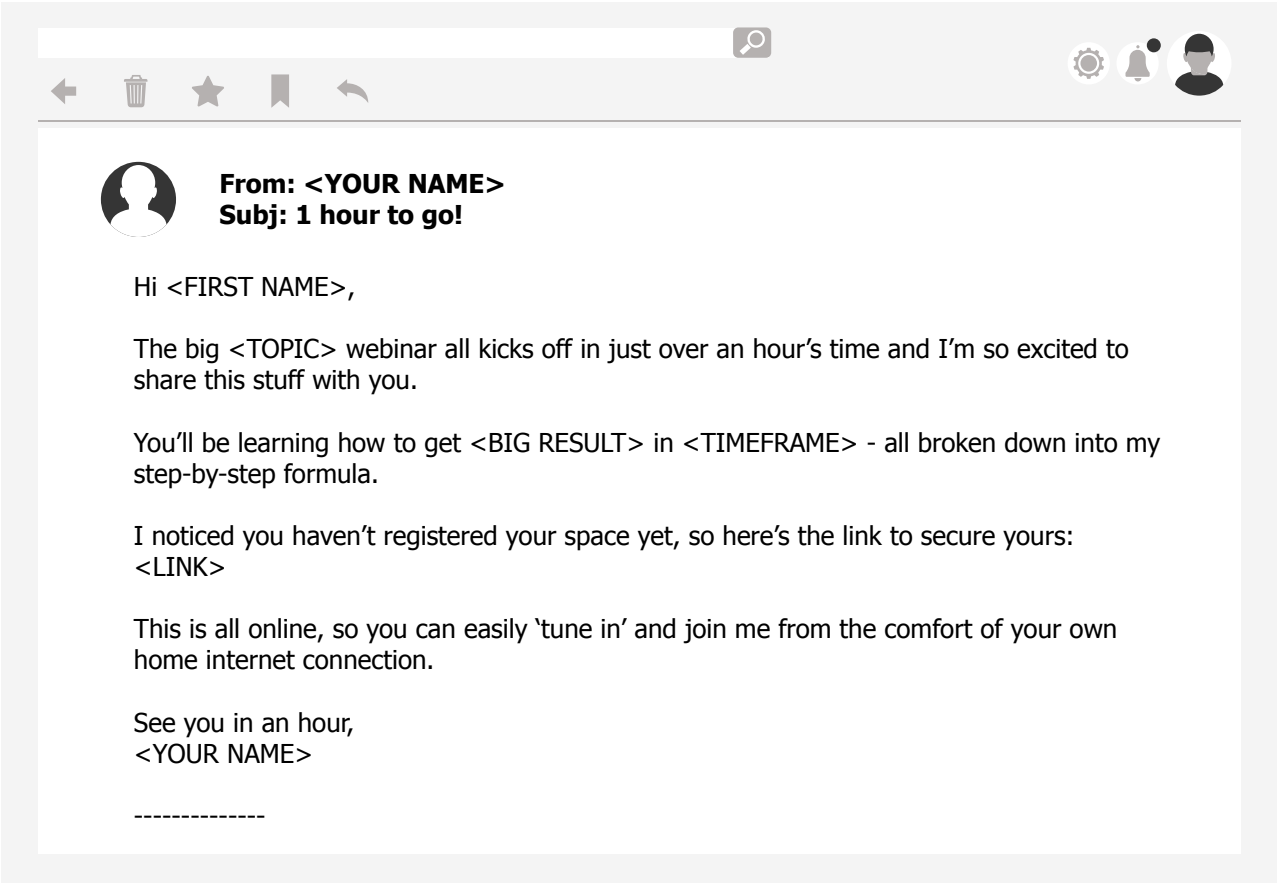
Register your space, here:
<LINK>

Talk soon,
<YOUR NAME>

PS. I'd recommend you show up to the live training a little early, to avoid being locked out!

Email #6

Sent: 70 Minutes Before The Webinar



From: <YOUR NAME>
Subj: 1 hour to go!

Hi <FIRST NAME>,

The big <TOPIC> webinar all kicks off in just over an hour's time and I'm so excited to share this stuff with you.

You'll be learning how to get <BIG RESULT> in <TIMEFRAME> - all broken down into my step-by-step formula.

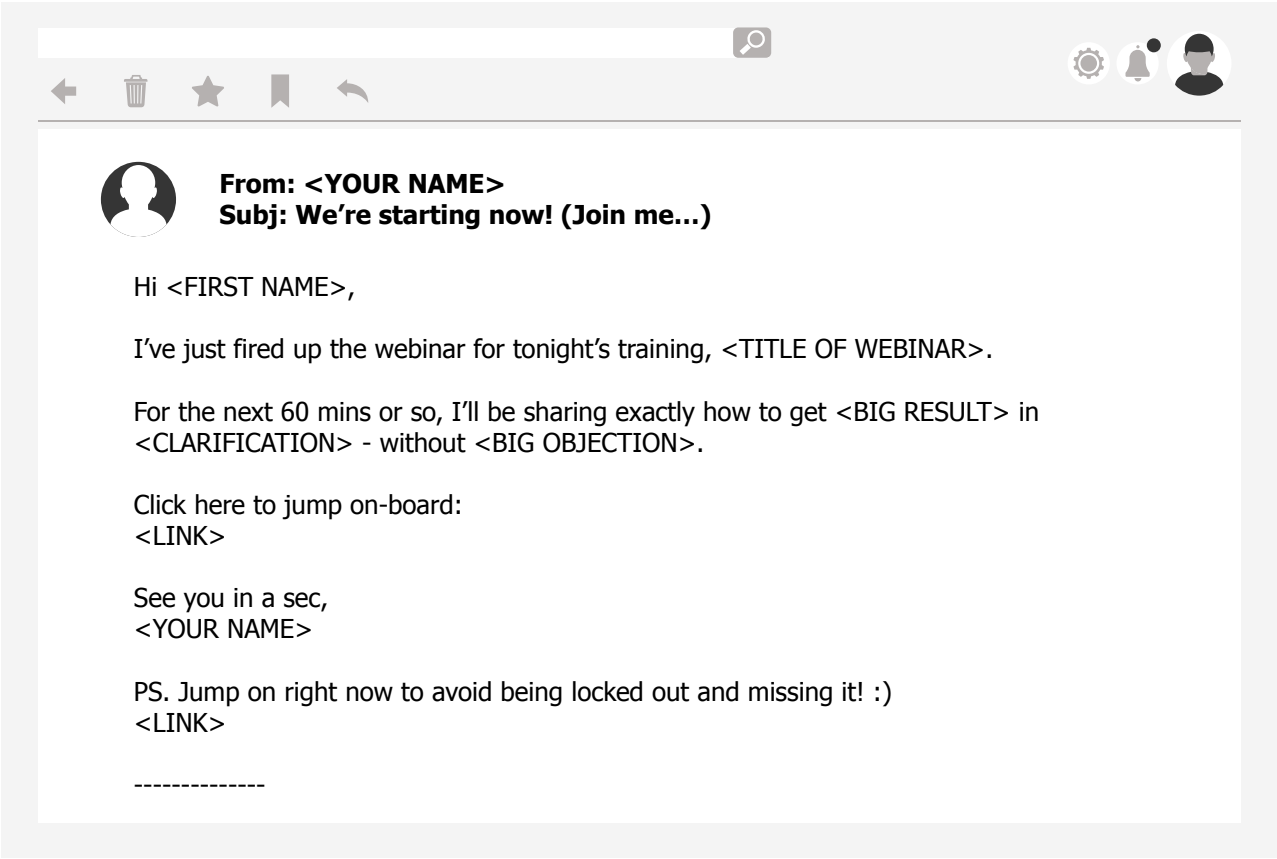
I noticed you haven't registered your space yet, so here's the link to secure yours:
<LINK>

This is all online, so you can easily 'tune in' and join me from the comfort of your own home internet connection.

See you in an hour,
<YOUR NAME>

Email #7

Sent: 15 Minutes Before The Webinar



From: <YOUR NAME>
Subj: We're starting now! (Join me...)

Hi <FIRST NAME>,

I've just fired up the webinar for tonight's training, <TITLE OF WEBINAR>.

For the next 60 mins or so, I'll be sharing exactly how to get <BIG RESULT> in <CLARIFICATION> - without <BIG OBJECTION>.

Click here to jump on-board:
<LINK>

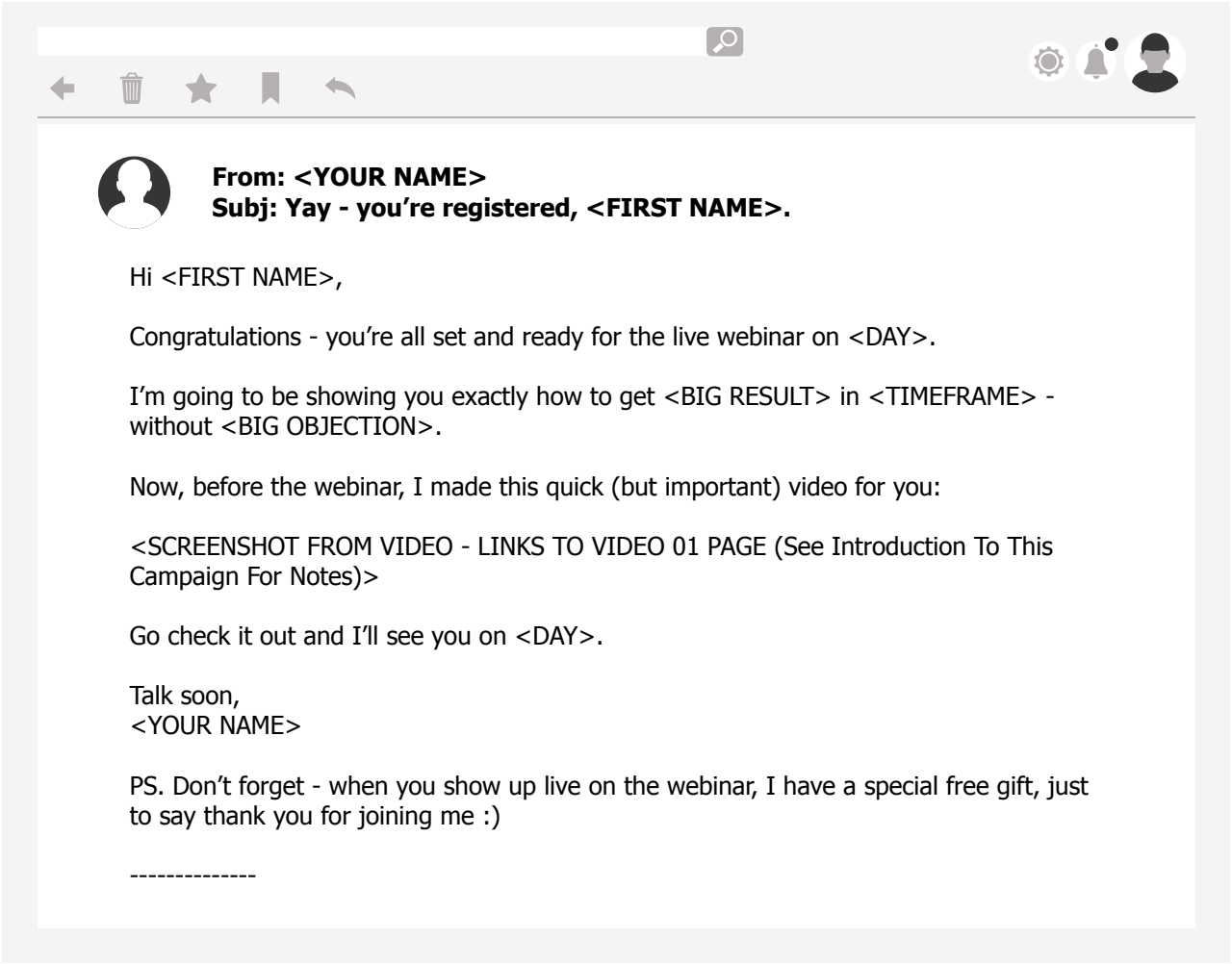
See you in a sec,
<YOUR NAME>

PS. Jump on right now to avoid being locked out and missing it! :)
<LINK>

Part 2 - Show-Up Sequence

Email #8

Send: 2 Days Before The Webinar



From: <YOUR NAME>
Subj: Yay - you're registered, <FIRST NAME>.

Hi <FIRST NAME>,

Congratulations - you're all set and ready for the live webinar on <DAY>.

I'm going to be showing you exactly how to get <BIG RESULT> in <TIMEFRAME> - without <BIG OBJECTION>.

Now, before the webinar, I made this quick (but important) video for you:

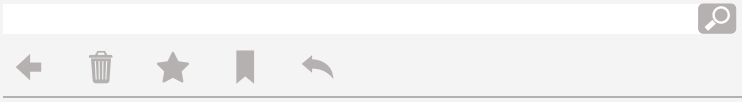
<SCREENSHOT FROM VIDEO - LINKS TO VIDEO 01 PAGE (See Introduction To This Campaign For Notes)>

Go check it out and I'll see you on <DAY>.

Talk soon,
<YOUR NAME>

PS. Don't forget - when you show up live on the webinar, I have a special free gift, just to say thank you for joining me :)

Email #9



From: <YOUR NAME>
Subj: [IMPORTANT] About the webinar!

Hi <FIRST NAME>,

The <WEBINAR TITLE> training webinar is tomorrow at <TIME> (<TIMEZONE>).

Whenever I start to talk about this kind of thing, I always get one BIG question:

"What if <BIG OBJECTION>?"

Don't panic, I've got the answer and I've recorded a quick video to walk you through it:
<LINK TO VIDEO 02 PAGE (See Introduction To This Campaign For Notes)>

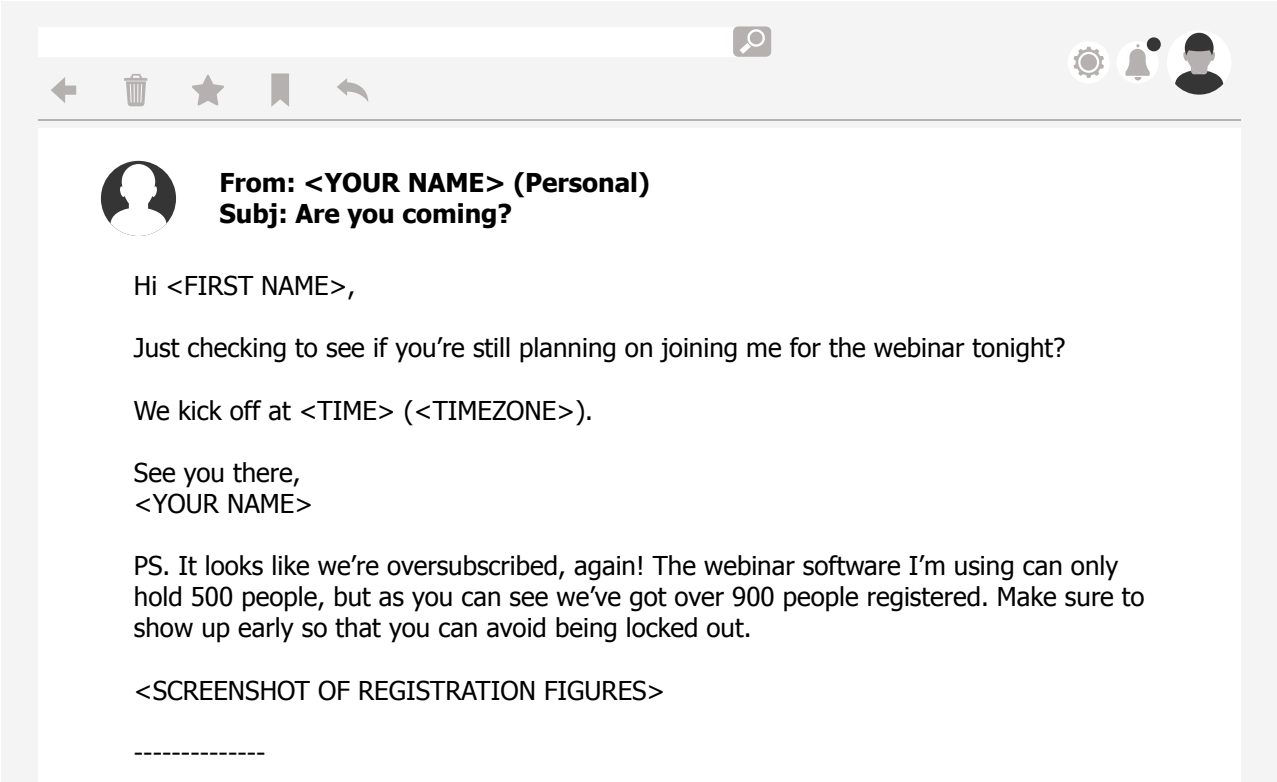
In this <TIME> minute video, I'll teach you the important <DESCRIPTION OF LESSON> that you'll need to know before you jump on the live webinar.

Once you've watched that and then I'll see you on the call tomorrow.

Talk soon,
<YOUR NAME>

PPS. Make sure to bring a pen and paper to make plenty of notes. Block out the time so that you're distraction free!

Email #10



From: <YOUR NAME> (Personal)
Subj: Are you coming?

Hi <FIRST NAME>,

Just checking to see if you're still planning on joining me for the webinar tonight?

We kick off at <TIME> (<TIMEZONE>).

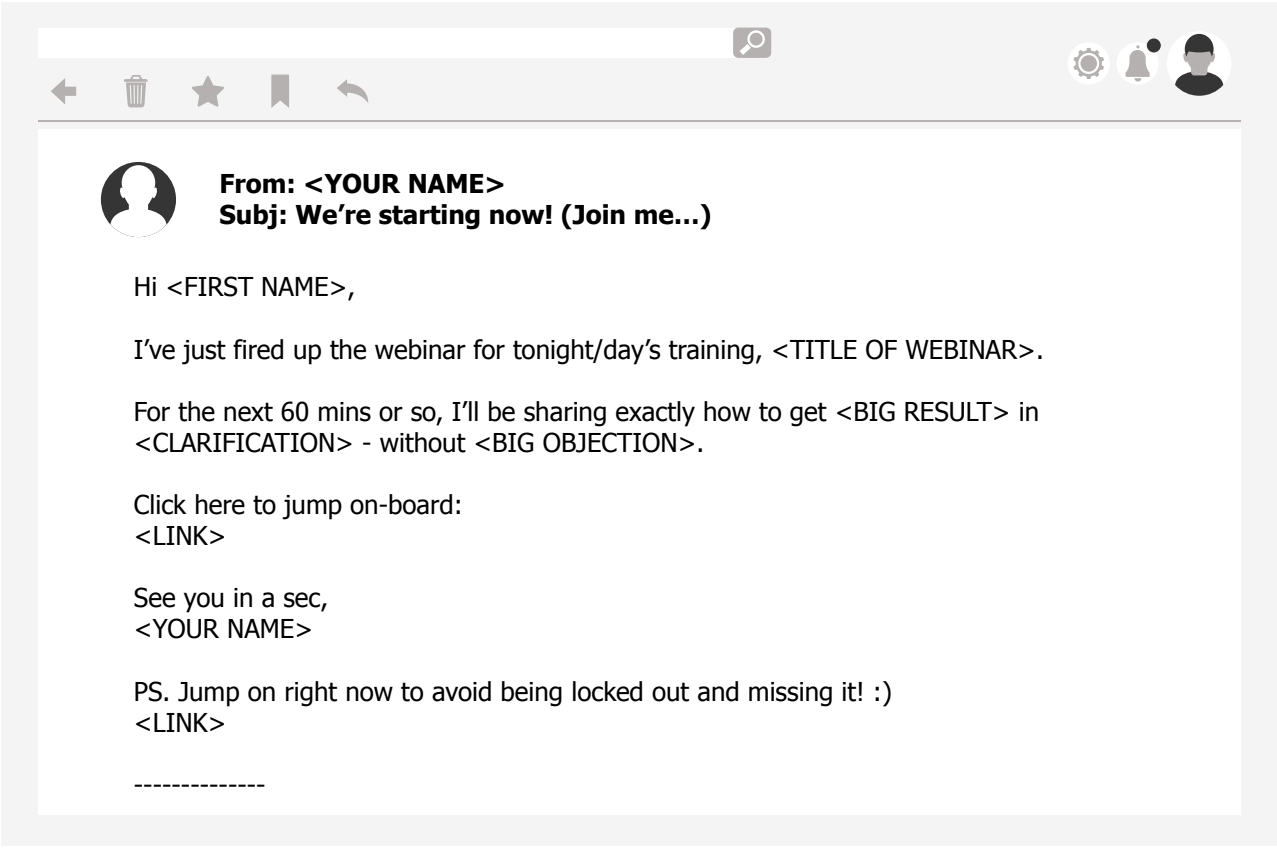
See you there,
<YOUR NAME>

PS. It looks like we're oversubscribed, again! The webinar software I'm using can only hold 500 people, but as you can see we've got over 900 people registered. Make sure to show up early so that you can avoid being locked out.

<SCREENSHOT OF REGISTRATION FIGURES>

Email #11

Sent: 15 Minutes Before The Webinar



From: <YOUR NAME>
Subj: We're starting now! (Join me...)

Hi <FIRST NAME>,

I've just fired up the webinar for tonight/day's training, <TITLE OF WEBINAR>.

For the next 60 mins or so, I'll be sharing exactly how to get <BIG RESULT> in <CLARIFICATION> - without <BIG OBJECTION>.

Click here to jump on-board:
<LINK>

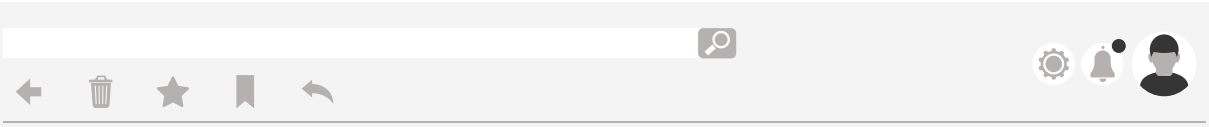
See you in a sec,
<YOUR NAME>

PS. Jump on right now to avoid being locked out and missing it! :)
<LINK>

Part 3 - Post-Webinar Sequence (For Attendees Who Saw 50% Or More)

Email #12

Send: 2 Hours After The Webinar



From: <YOUR NAME>
Subj: WOW! (Follow up from tonight's training)

Hi <FIRST NAME>,

THAT was an amazing session - so THANK YOU for joining me (and for sticking around).

I loved delivering that training for the first time (and the positive feedback in the chat box was through the roof!).

Now, because time is of the essence, I wanted to make sure that you saw this:
<LINK TO SUMMARY SALES PAGE>

As I mentioned on the live call, this whole thing is limited <TO XX PLACES or UNTIL XX HOURS TIME>, so you really must hurry if you want to avoid missing out.

When you join today, you'll be getting:

- <DESCRIPTION OF PART #1> - <BENEFIT OF THAT FEATURE>
- <DESCRIPTION OF PART #2> - <BENEFIT OF THAT FEATURE>
- <DESCRIPTION OF PART #3> - <BENEFIT OF THAT FEATURE>
- <DESCRIPTION OF PART #4> - <BENEFIT OF THAT FEATURE>
- <DESCRIPTION OF PART #5> - <BENEFIT OF THAT FEATURE>

Ordinarily that would be over $<VALUE> worth of value IF you could buy it all separately (which you can't).

Right now, you can grab it for just <PRICE>.

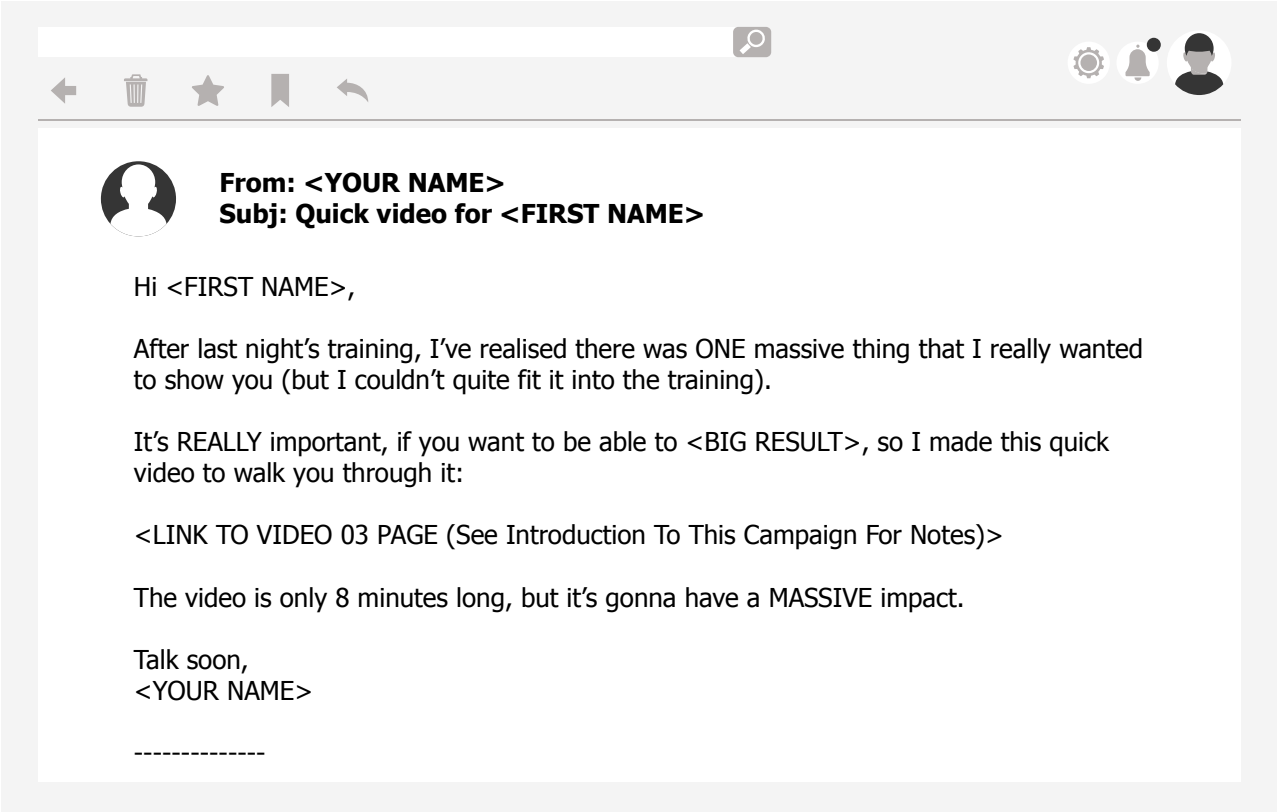
<LINK TO SUMMARY SALES PAGE>

See you on the inside,
<YOUR NAME>

PS. Remember when the <XX PLACES HAVE BEEN TAKEN or TIMER HITS ZERO> this will close down.

Email #13

Send: 12 Hours After The Webinar



From: <YOUR NAME>
Subj: Quick video for <FIRST NAME>

Hi <FIRST NAME>,

After last night's training, I've realised there was ONE massive thing that I really wanted to show you (but I couldn't quite fit it into the training).

It's REALLY important, if you want to be able to <BIG RESULT>, so I made this quick video to walk you through it:

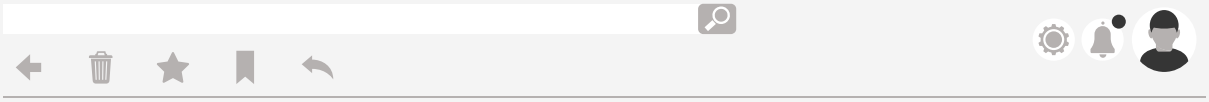
<LINK TO VIDEO 03 PAGE (See Introduction To This Campaign For Notes)>

The video is only 8 minutes long, but it's gonna have a MASSIVE impact.

Talk soon,
<YOUR NAME>

Email #14

Send: 24 Hours After The Webinar



From: <YOUR NAME>
Subj: The special <BIG CLAIM> case study!

Hi <FIRST NAME>,

I wanted to tell you the story about <CASE STUDY NAME>, from <CITY>.
HE/SHE is a friend and client of mine, who was always struggling with <BIG PROBLEM>.

For some reason, no matter what, HE/SHE just couldn't get <BIG RESULT>, despite <BIG EFFORT>.

This went on for literally years.
That's where we started working together.

I told <CASE STUDY NAME> that by following this simple system, HE'D/SHE'D be able to finally get the breakthrough HE/SHE wanted.

<STORY ABOUT WHAT HAPPENED>.

And finally…
<CASE STUDY RESULT>.

All it took was a little focus and attention, following the right system.

It's actually the exact same system that I want to share with you in my <PROGRAM NAME>.
And the doors are open right now to enrol in the program, but it all closes in just 24 hours from now.

<LINK TO SUMMARY SALES PAGE>

How would it change your life, right now, if you were able to <BIG RESULT>, just like <CASE STUDY NAME>?

Can you imagine the impact it would have on your <LIFE/BUSINESS/RELATIONSHIPS/FINANCES> and those around you?

That's what I want to help you achieve, when you sign up and join today:
<LINK TO SUMMARY SALES PAGE>

But time is running out - so jump on-board before it's too late.

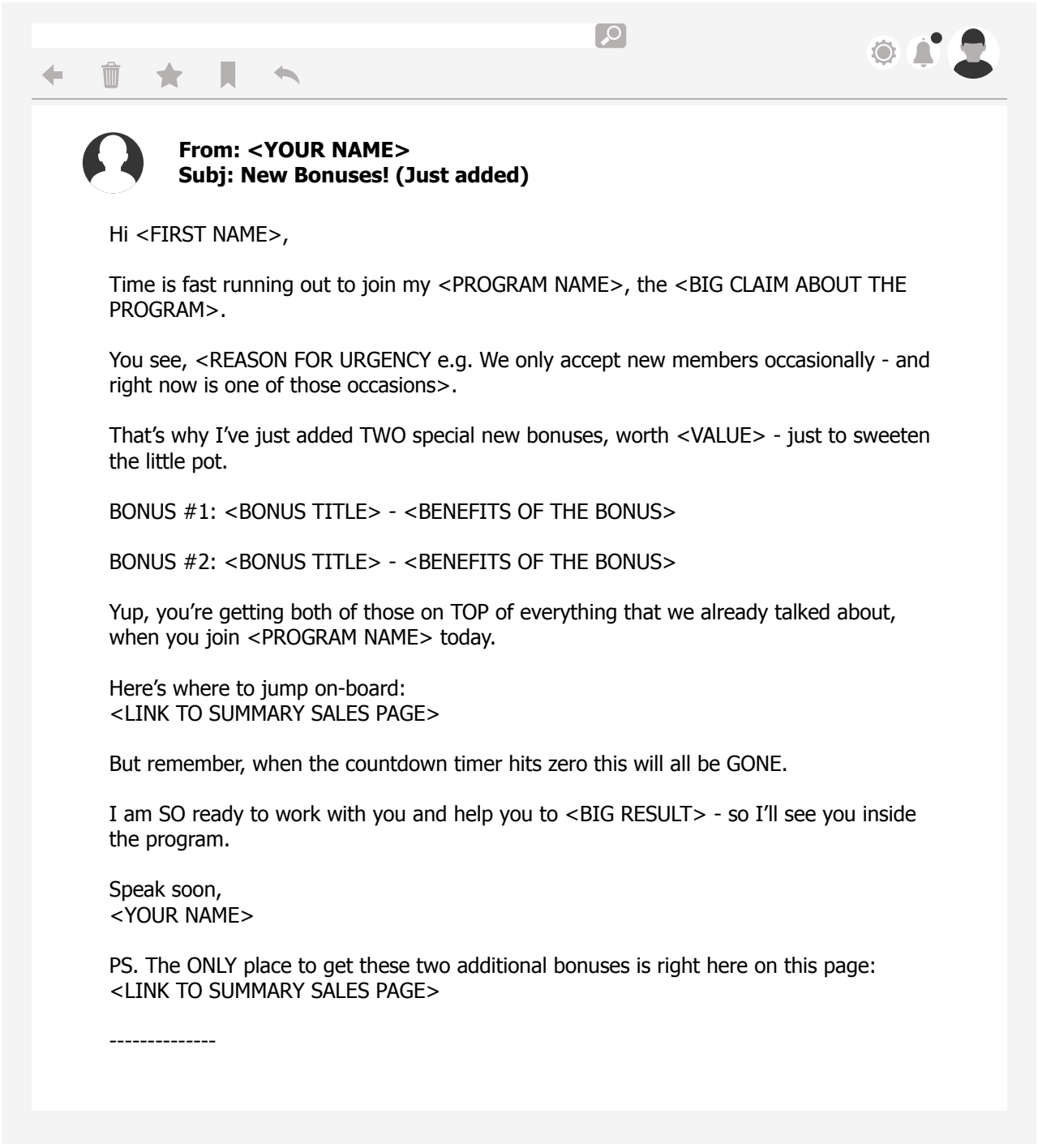
Talk soon,
<YOUR NAME>

PS. This is closing down at <TIME> tomorrow, so time really is of the essence. See you on the 'inside' :)

<LINK TO SUMMARY SALES PAGE>

Email #15

Send: 36 Hours After The Webinar



From: <YOUR NAME>
Subj: New Bonuses! (Just added)

Hi <FIRST NAME>,

Time is fast running out to join my <PROGRAM NAME>, the <BIG CLAIM ABOUT THE PROGRAM>.

You see, <REASON FOR URGENCY e.g. We only accept new members occasionally - and right now is one of those occasions>.

That's why I've just added TWO special new bonuses, worth <VALUE> - just to sweeten the little pot.

BONUS #1: <BONUS TITLE> - <BENEFITS OF THE BONUS>

BONUS #2: <BONUS TITLE> - <BENEFITS OF THE BONUS>

Yup, you're getting both of those on TOP of everything that we already talked about, when you join <PROGRAM NAME> today.

Here's where to jump on-board:
<LINK TO SUMMARY SALES PAGE>

But remember, when the countdown timer hits zero this will all be GONE.

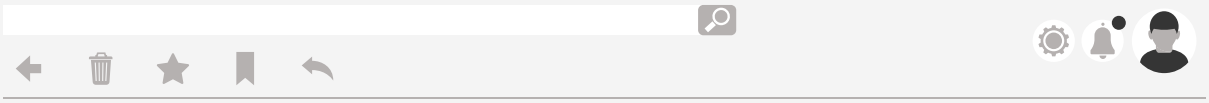
I am SO ready to work with you and help you to <BIG RESULT> - so I'll see you inside the program.

Speak soon,
<YOUR NAME>

PS. The ONLY place to get these two additional bonuses is right here on this page:
<LINK TO SUMMARY SALES PAGE>

Email #16

Send: 45 Hours After The Webinar



From: <YOUR NAME>
Subj: FINAL CHANCE (closing in 3 hours)

Hi <FIRST NAME>,

I just wanted to let you know that enrolment for <PROGRAM NAME> is closing in just a couple of hours, at <TIME> (<TIMEZONE>).
This really is your last chance to jump into the ultimate program to help you <BIG RESULT> (without <BIG OBJECTION>)...

<LINK TO SUMMARY SALES PAGE>

Here's a quick reminder of everything you're getting:

- <DESCRIPTION OF PART #1> - <BENEFIT OF THAT FEATURE> (<END RESULT OF THAT FEATURE/BENEFIT)
- <DESCRIPTION OF PART #2> - <BENEFIT OF THAT FEATURE> (<END RESULT OF THAT FEATURE/BENEFIT)
- <DESCRIPTION OF PART #3> - <BENEFIT OF THAT FEATURE> (<END RESULT OF THAT FEATURE/BENEFIT)
- <DESCRIPTION OF PART #4> - <BENEFIT OF THAT FEATURE> (<END RESULT OF THAT FEATURE/BENEFIT)
- <DESCRIPTION OF PART #5> - <BENEFIT OF THAT FEATURE> (<END RESULT OF THAT FEATURE/BENEFIT)

PLUS I'm including these amazing bonuses too:

- BONUS #1: <BONUS TITLE> - <BENEFITS OF THE BONUS> (<$ VALUE>)
- BONUS #2: <BONUS TITLE> - <BENEFITS OF THE BONUS> (<$ VALUE>)

But in just a couple of hours the doors will slam close and it will all be taken away from you.
Here's your last chance to enrol and get the shortcut to <BIG RESULT>:

<LINK TO SUMMARY SALES PAGE>

I'm SO excited to work with you!
Talk soon,
<YOUR NAME>

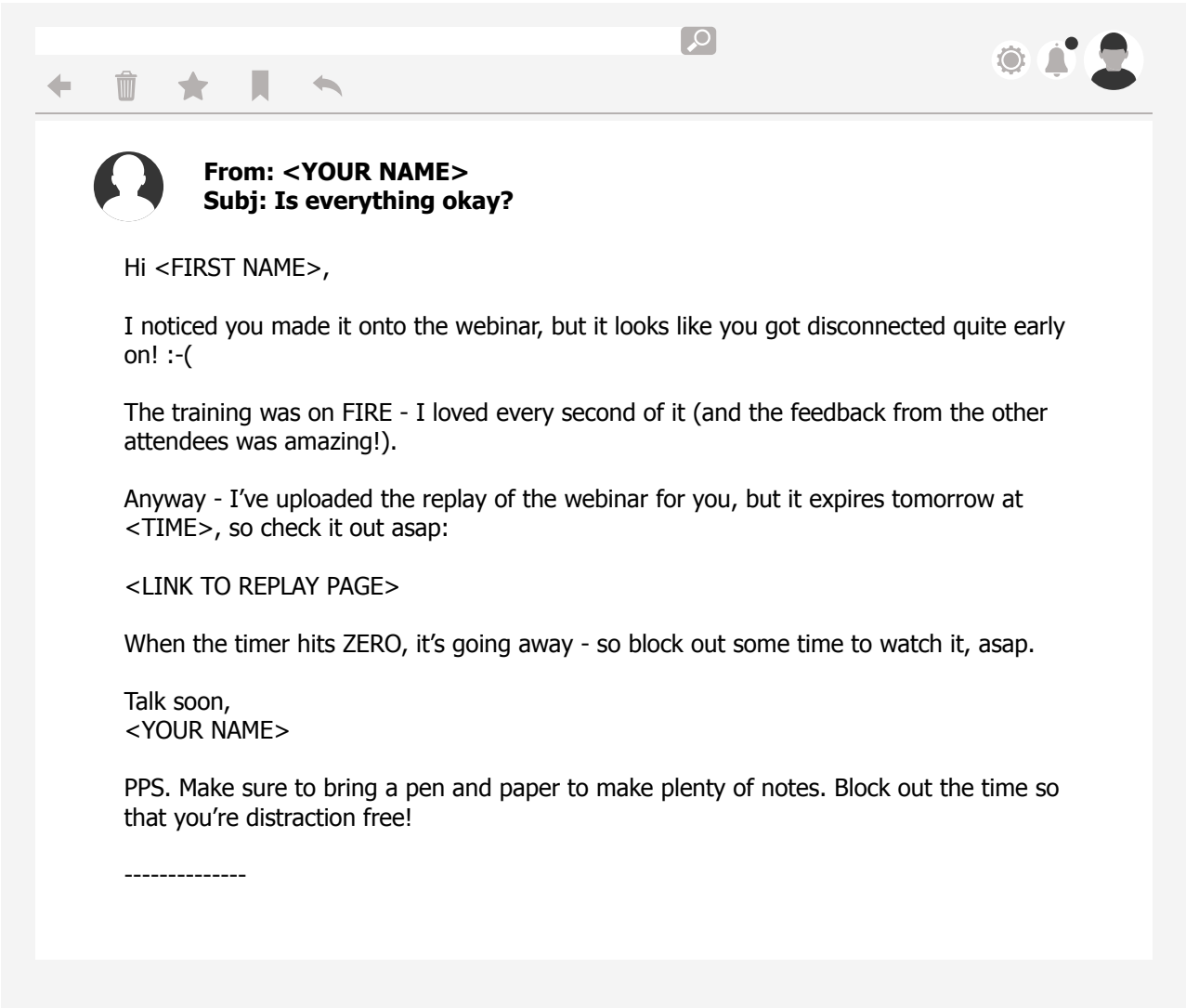
PS. There's none of that false scarcity here. The doors really are closing on this opportunity and I'm not sure when (or even if?) I'll ever open this again.

Here's where to jump on-board:
<LINK TO SUMMARY SALES PAGE>

Part 4 - Post-Webinar Sequence (For Attendees Who Saw Less Than 50%)

Email #17

Send: 2 Hours After The Webinar



From: <YOUR NAME>
Subj: Is everything okay?

Hi <FIRST NAME>,

I noticed you made it onto the webinar, but it looks like you got disconnected quite early on! :-(

The training was on FIRE - I loved every second of it (and the feedback from the other attendees was amazing!).

Anyway - I've uploaded the replay of the webinar for you, but it expires tomorrow at <TIME>, so check it out asap:

<LINK TO REPLAY PAGE>

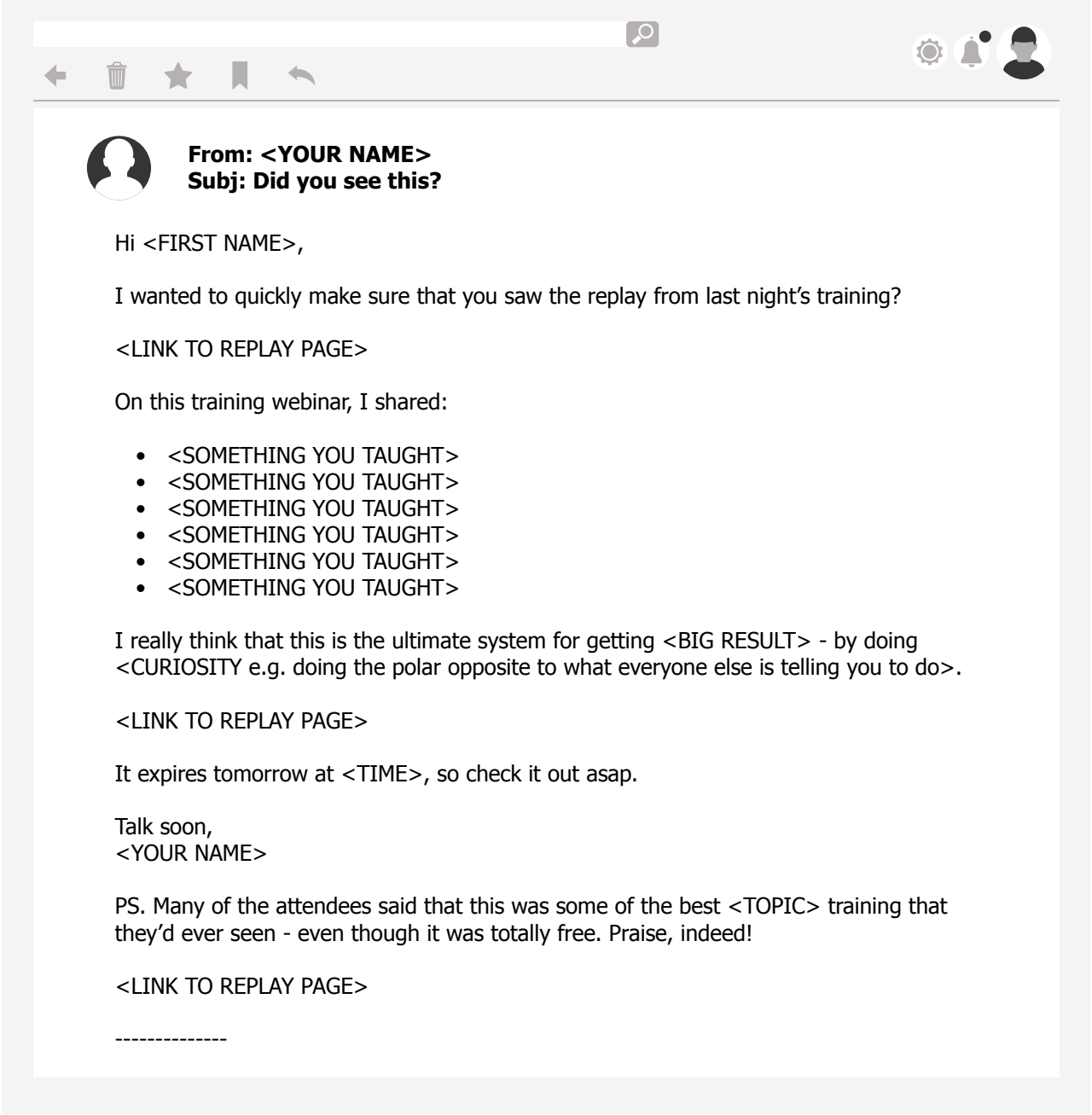
When the timer hits ZERO, it's going away - so block out some time to watch it, asap.

Talk soon,
<YOUR NAME>

PPS. Make sure to bring a pen and paper to make plenty of notes. Block out the time so that you're distraction free!

Email #18

Send: 18 Hours After The Webinar



From: <YOUR NAME>
Subj: Did you see this?

Hi <FIRST NAME>,

I wanted to quickly make sure that you saw the replay from last night's training?

<LINK TO REPLAY PAGE>

On this training webinar, I shared:

- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>

I really think that this is the ultimate system for getting <BIG RESULT> - by doing <CURIOSITY e.g. doing the polar opposite to what everyone else is telling you to do>.

<LINK TO REPLAY PAGE>

It expires tomorrow at <TIME>, so check it out asap.

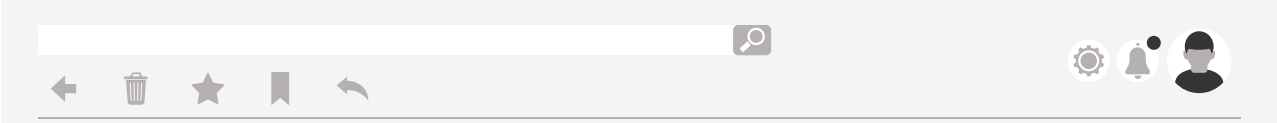
Talk soon,
<YOUR NAME>

PS. Many of the attendees said that this was some of the best <TOPIC> training that they'd ever seen - even though it was totally free. Praise, indeed!

<LINK TO REPLAY PAGE>

Email #19

Send: 30 Hours After The Webinar



From: <YOUR NAME>
Subj: My best training... ever! (inside)

Hi <FIRST NAME>,

This really is a must-watch:

<LINK TO REPLAY PAGE>

It's the <TIME> minute recording of the live <WEBINAR NAME> training that I ran last night, and the feedback has been amazing.

Actually - I think it's the best live training that I've ever run, for anyone who wants to get <BIG RESULT> (even though it's totally free).

I shared:

- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>

You can catch it, here:
<LINK TO REPLAY PAGE>

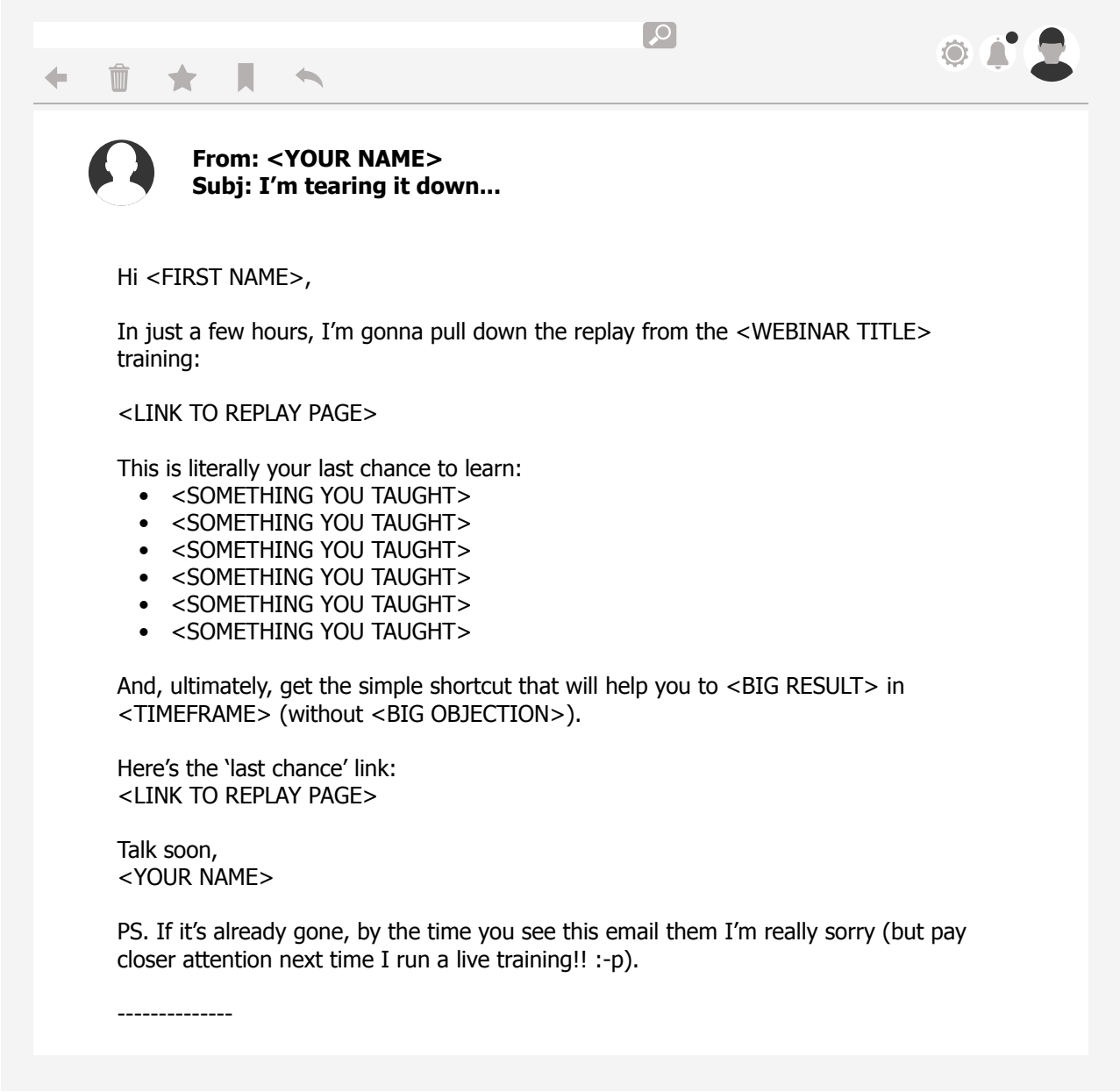
Talk soon,
<YOUR NAME>

PS. Don't laugh too hard, but at <XX> minutes I actually <FUNNY THING THAT HAPPENED>. I chose not to edit that out - thought you might like it.

<LINK TO REPLAY PAGE>

Email #20

Send: 40 Hours After The Webinar



From: <YOUR NAME>
Subj: I'm tearing it down...

Hi <FIRST NAME>,

In just a few hours, I'm gonna pull down the replay from the <WEBINAR TITLE> training:

<LINK TO REPLAY PAGE>

This is literally your last chance to learn:

- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>
- <SOMETHING YOU TAUGHT>

And, ultimately, get the simple shortcut that will help you to <BIG RESULT> in <TIMEFRAME> (without <BIG OBJECTION>).

Here's the 'last chance' link:
<LINK TO REPLAY PAGE>

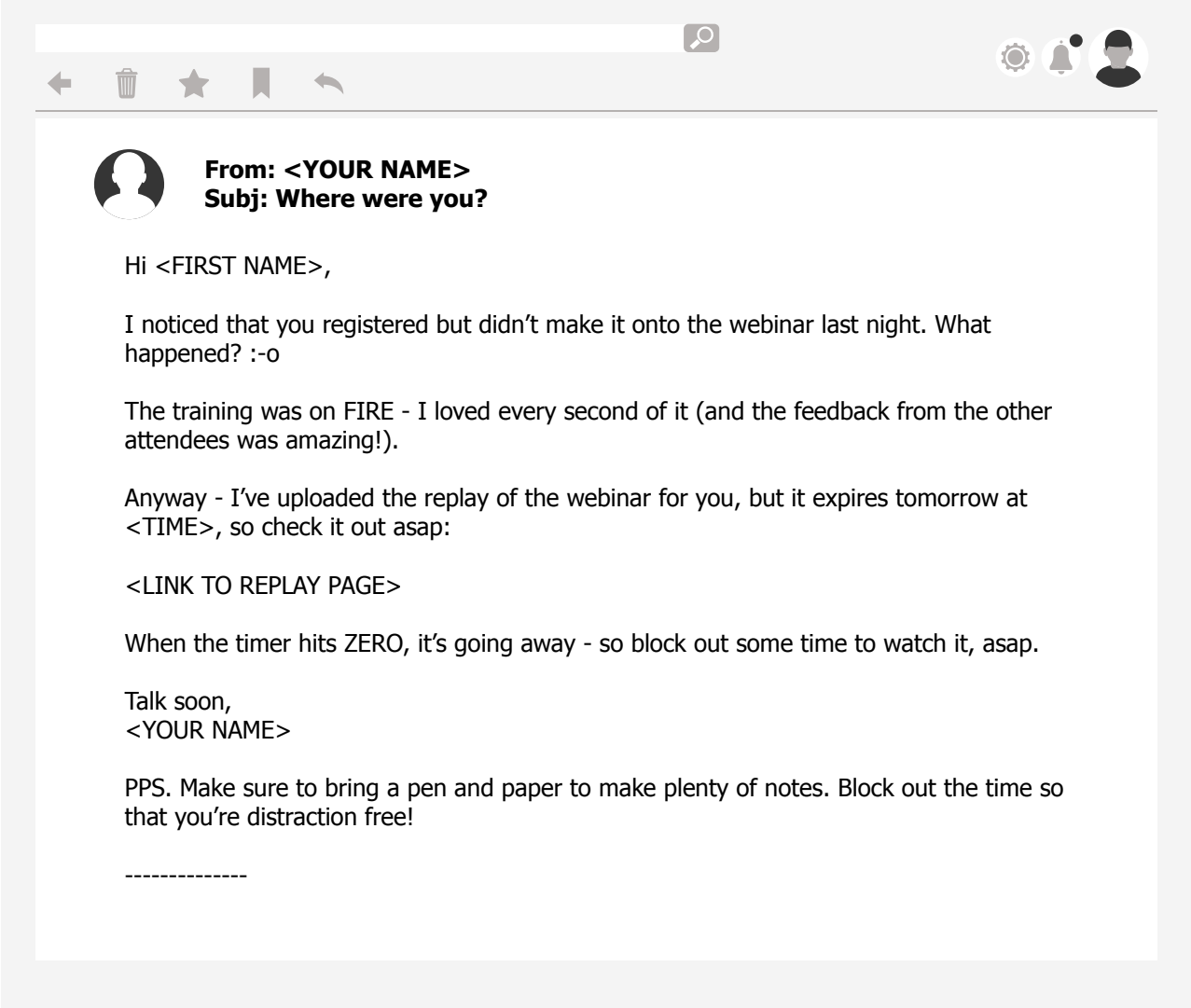
Talk soon,
<YOUR NAME>

PS. If it's already gone, by the time you see this email them I'm really sorry (but pay closer attention next time I run a live training!! :-p).

Part 5 - The Post-Webinar Sequence (For Non-Attendees)

Email #21

Send: 6 Hours After The Webinar



From: <YOUR NAME>
Subj: Where were you?

Hi <FIRST NAME>,

I noticed that you registered but didn't make it onto the webinar last night. What happened? :-o

The training was on FIRE - I loved every second of it (and the feedback from the other attendees was amazing!).

Anyway - I've uploaded the replay of the webinar for you, but it expires tomorrow at <TIME>, so check it out asap:

<LINK TO REPLAY PAGE>

When the timer hits ZERO, it's going away - so block out some time to watch it, asap.

Talk soon,
<YOUR NAME>

PPS. Make sure to bring a pen and paper to make plenty of notes. Block out the time so that you're distraction free!

Then send Email #2, #3 and #4 from the previous series (Part 4).