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## DOUBLE YOUR MONEY BY DOUBLING YOUR WEBINAR ATTENDANCE

Did you know that only 30% of people who sign up for your webinar will actually attend? And, also, the ONE thing you can do to increase your sales is to work harder to get people on the line live. Here are is a sequence of messages to send after someone has signed up for the webinar to entice them to make time to be on the call with you live.

### **VIDEO WALKTHROUGH:**

<https://www.useloom.com/share/15ada011d032425f856d2f073196fe6b>

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NOTE: we have bullet pointed what the emails should contain in terms of content. We don't provide the full text as this will vary according to the tone of your business and the language of your audience. What body copy works for one business does not mean it will work for everyone - better to write them in your own voice and personality.

### **EMAIL 1 - SEND IMMEDIATELY UPON REGISTRATION**

**Subject: You are in!**

This email is simply a confirmation that your prospect has registered. The message gives them call access information.

Body:

- Thank them for registering for the webinar

- Give them links to any handouts or tools you'll be using on the webinar along with webinar access information.
- In a PS - let them know that people who attend live will get X (you can provide an extra resource - let them know that there will be a surprise and/or do a raffle.

## EMAIL 2 (Day after registration)

**Subject: Sneak Peek**

This email is all about providing a bit of content and proof. Think of it as an appetizer.

Body:

- Share one nugget of content that you'll be featuring on the webinar.
- Highlight a story of a client who found success
- In a PS - let them know that people who attend live will get X (you can provide an extra resource - let them know that there will be a surprise and/or do a raffle.

## EMAIL 3 (Day before the webinar)

**Subject:**

**A new surprise for tomorrow's live (Webinar Name) webinar**

Body:

- Let people know that the webinar is filling fast - get there
- Talk about a special offer only for live attendees
- Give the link to the webinar again.

## EMAIL 4 (Webinar Day) - Early Morning

**Subject:**

**[Starting at (Webinar Time)] Learn How to XXX**

Send this email very early on webinar day. The point is for your prospect to see it in their inbox when they check emails in the morning. In the email, you'll be reminding them of all the practical details as well as reminding them about what they'll be learning with you.

Body:

- Remind them of the date and time of the webinar and that they should arrive early
- Remind them that there will be a surprise for people who attend live
- In a few bullet points, recap what you'll be teaching
- Include the webinar link again.

## EMAIL 5 - An hour before the webinar starts

**Subject: Starting Soon: Your Webinar Title**

This is an important email to send. It will remind people of the webinar - and it will make it easier for your prospects to attend because the information will be at the top of their inbox when it is time to click the link and join.

The body is essentially the same as Email 4.

Body:

- Remind them of the date and time of the webinar and that they should arrive early
- Remind them that there will be a surprise for people who attend live
- In a few bullet points, recap what you'll be teaching
- Include the webinar link again.