



AFTER YOUR LEAD MAGNET - WHAT'S NEXT?

You've worked hard to get people to opt in to your lead magnet. How do you get them to the next step. Here is a simple sequence that leads them to a webinar (or simply a phone call with you to learn more). If you want to use this to entice people to a phone call -you would use the first 3 messages and instead of talking about a webinar - you would include a scheduling link.

This sequence should be set up so that once people sign up for the webinar (or phone call) - they are removed from the sequence.

Video Walkthrough:

<https://www.useloom.com/share/cedc163842754cdf8218a76e020b8e75>

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

Subject: Here's the XXX you requested

This is a simple email that lets people download what you promised them. We recommend not having the download on the thank you page - but rather delivering it

through this email (to ensure you have the correct email and to train people to open the emails they receive).

Body:

- Thank them for requesting the download
- Give them a few benefits of diving in and implementing the download.
- In a PS - include a link to the webinar as a way of diving deeper into the content covered by the lead magnet

EMAIL 2 (Day 2)

Subject: Checking In

This email is all about making sure that your prospect is actually consuming the content. You might say something like - “our clients have found that the answer on question 3” makes all the difference.

You can also include a client story or testimonial in this email

-**YOUR-NAME**

(Include a PS - inviting them to the webinar again)

EMAIL 3 (Day 3)

Subject: [FREE TRAINING] Learn How to X

This message is your official webinar announcement. Start with a statement like “Imagine what it would be like if...” I’m going to show you how to get started.

Announce the webinar (date and time)

Bullet points of what they'll learn

Highlight the fact that seats are limited.

Include link to register for the webinar.

PS - Remind people to register and (optionally) offer a special incentive for attending live (I've found raffles to be really effective)

EMAIL 4 - Day Before the Webinar

Subject: Fwd: Wanted to Make Sure You Saw This.

Remind them that the webinar is tomorrow. Then create a fake forward of Email 3

Begin forwarded message:

From: <Your Name>

To: <Client's Name>

Subject: Same as Email 3

Paste Email 3 text here

EMAIL 4a - Send 1 hour before webinar (THIS IS AN IMPORTANT EMAIL)

This email is essentially the same email as email 4 - except you are telling them that the webinar is starting in one hour. We consistently get a large percentage of registrants (and attendees) from this last minute email.