

# Email Marketing

STAY TOP-OF-MIND

6 DAY SIX

777  
CHALLENGE

By EasyWebinar



# Pre-Webinar Email Swipe Copy

## Email 1: Welcome

Subject Line: Congrats on Registering For The Workshop! [Save this info]

Copy:

[Webinar Title Here]

Woo hoo!

Congrats on registering! I know you are going to love this presentation. If you've been looking to [value you're bringing to your audience], you're going to love this!

At the time of the event, click here: #WEBINAR\_LINK#

See you on:

#WEBINAR\_DATE# at #WEBINAR\_TIME#

[Signature]

P.S.

Once you leave this webinar, you'll feel more confident than ever on [fill in value for audience] I say this because some people who've attended were able to take the materials shared on this webinar, implement, and started [what success will your audience see]

Sharpen your pencils, bring your notepad and again, thanks for registering!



## Email 2: Two Day Notification

Subject Line: We are about 48 Hours Away!

Copy:

Hey [Name]

Are you getting excited? I know I am - [Name of Webinar] is ready to launch in just 2 short days.

Quick reminder, in this webinar we're going to cover:

1. [Insert Important Topic]
2. [Insert Important Topic]
3. [Insert Important Topic]

At the time of the event, click here: #WEBINAR\_LINK#

See you on:

#WEBINAR\_DATE# at #WEBINAR\_TIME#

[Signature]



## Email 3: Go Live in 24 Hours

Subject Line: [insert webinar title] Goes Live In 24 Hours!

Copy:

[Insert: WEBINAR TOPIC]

We are about 1 day away [Name]. I know life gets busy, so just doing a quick check in to remind you of the what, when, and where.

#WEBINAR\_DATE# at #WEBINAR\_TIME#

click here: #WEBINAR\_LINK#

I know your time is valuable, so don't forget the time spent at this event is guaranteed to [insert value]

[Signature]



## Email 4: Starting in 1 hour

Subject Line: We begin [Title of Webinar] in 1 hour

Copy:

I'm ready, are you ready [Name]?

We're starting in ONE HOUR. I can't tell you how excited I am to share with you [insert a reminder of what the webinar is about].

Time is valuable and I'm so honored you are choosing to spend it with me. I'm ready to deliver, so you can start rocking your brand.

Just a reminder:  
[Name of Webinar]

Starts in 1 hour

Click This Link To Join: [Insert Link]

[Signature]



## Email 5: Starting Now

Subject Line: You coming? We're starting [webinar name] now!

Copy:

We've been waiting for this moment, [Name] and it's here!

We're starting [webinar name] RIGHT NOW.

Click here to join: [insert link]

There's nothing to download, no apps, just click the link above and join us!

See you soon,

[Signature]



# Post-Webinar Email Swipe Copy

## Email 1: Thank you for attending

Subject Line: You rock!

Copy:

Thank you for attending [Name of Webinar], [Name of Recipient].

I am so excited for you to take everything you learned and put it into play!

Here are some of my favorite takeaways from today:

- [Insert Takeaway]
- [Insert Takeaway]
- [Insert Takeaway]
- [Insert Takeaway]
- [Insert Takeaway]

What stood out to you? Hit reply and let me know, I'd love to hear from you.

[Signature]

*PS: Don't forget the event-only special offer expires in [insert number of days or date]. With this offer, you get [insert most valuable selling attribute]. **Click here to get the details.** [highlight the text in red and insert a link to make it clickable]*



## Email 2: Replay Is Now Live *\*You'll want to segment this into 2 groups*

Subject Line: The replay of [webinar name] is now live and available for the next 72 hours

### Copy for Attended:

Hey [Name],

We covered so much in [insert name of webinar] that I wanted to make sure you saw that the replay was now live!

Click here to watch the replay: [insert link]

I'll keep it up for the next 72 hours so you can reference back and make sure you're clear on [insert topic / theme]. If you have any questions, just click reply to this email and let me know!

Also don't forget: your event only special offer of [insert special offer] with a bonus of [insert bonus] is also good for the next [insert number of days].

Momentum is on your side! Soak it up and get rolling, I know you're ready to do great things.

[Signature]

### Copy for No Show:

Hey [Name],

I was bummed we missed you at [insert name of webinar], but it's not too late to catch up! I've got the replay of the event locked, loaded and ready for you - all you have to do is click below.

Click here to watch the replay: [insert link]

I'll keep it up for the next 72 hours so you can reference back and make sure you're clear on [insert topic / theme]. If you have any questions, just click reply to this email and let me know!

Sneak peak: There's an event only special offer good for the next [insert number of days] as well. Gotta watch the event to get the details :)

[Signature]





## Email 3: 3 Days Left To Get Offer

Subject Line: Here's what I love about our shared passion

Copy:

It's no secret that I'm super passionate about [insert passion], [Name]. And I get so energized by not only sharing my passion, but connecting with others who are passionate about it too!

That's the cherry on top for me when I run events and webinars. I really enjoy talking shop and my favorite part is when I see someone's face light up with the "I GET IT" moment! You know, the moment where it all clicks - or where you realize why certain elements of your business haven't worked in the past - or where you have that stroke of genius and the best brand idea you've ever had comes to you in full force!

ALL OF THAT. I love it!

I want you to have more of those moments, over and over as you grow your vision and share your gift with the world - that's the motivation behind why I created [include product or service] and why I'm offering it at this crazy steal of a deal.

[Insert offer] + [insert bonus] is only available at this crazy discount for the next 3 days because it's really only valuable for the people who are ready to dive in and start growing their brand today!

**CLICK HERE** to get the details, but don't wait until the last minute, keep the momentum going and start today!

[Signature]



## Email 4: 1 Day Left To Get Offer

Subject Line: [1 days left to get [insert offer] + BONUS]

Copy:

Hey [Name],

[Insert offer] + [Insert Bonus] is expiring in one day!

Let me just take a moment to remind you of the magic of [insert product / service].  
Here's why this [course, product, service] is going to change your world!

[Insert story of why it's valuable, how has this changed other people's life]

You see, this isn't about a transaction for me. This is about helping you [insert what you're helping with].

When you sign up you get:

- [Insert deliverable]
- [Insert deliverable]
- [Insert deliverable]
- [Insert deliverable]
- [Insert deliverable]

And that alone is going to help you grow your brand....but that's not all you get. When you start [insert training topic], you also get [insert secondary value attributes like confidence, momentum, happiness, more time with your family, etc etc] Those are all equally as important, [Name].

Are you ready to get started? Click below now!

[Insert link to offer and bonus]

[Signature]



## Email 5: Last Day

Subject Line: [insert offer] + BONUS ENDS TONIGHT

Copy:

We're down to the wire [Name],

There's only a few hours left for [insert offer + bonus] as this deal expires at midnight tonight.

I've been dropping in your inbox since you attended [insert webinar name], talking about all the value and success you can see with [insert product name]. So, I'm going to save the time here so you can use it to sign up!

Click here to sign up: [insert link]

Here's a recap of the details:

[insert offer details]

But that's not even all of it! Since you spent your valuable time with me, I'm throwing in [insert bonus] for [insert event name] attendees only!

Now is the time, tomorrow will be too late!

[Signature]