



# EMAIL SEQUENCE OUTLINE (FREE WEBINAR)

# EMAIL SEQUENCE OUTLINE (FREE WEBINAR)

## Webinar Promo Emails

### Webinar promo email #1

*Recommended send date: 3 days before webinar*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Register for webinar

Who are you sending this email to, and what are they thinking?

*What do they want, but also... what concerns do they have that might prevent them from moving forward?*

\_\_\_\_\_

\_\_\_\_\_

Main idea: Register now for this free class!

\_\_\_\_\_

\_\_\_\_\_

### Webinar promo email #2

*Recommended send date: 1 day before webinar*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Register for webinar and attend tomorrow

Who are you sending this email to, and what are they thinking?

\_\_\_\_\_

\_\_\_\_\_

Main idea: Join us for a free class tomorrow!

\_\_\_\_\_

\_\_\_\_\_

# EMAIL SEQUENCE OUTLINE (FREE WEBINAR)

Webinar promo email #3

*Recommended send date: day of webinar, two hours prior to scheduled start time*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Attend webinar

Who are you sending this email to, and what are they thinking?

\_\_\_\_\_

\_\_\_\_\_

Main idea: We're starting in two hours! Here's the link to join us live. See you soon!

\_\_\_\_\_

\_\_\_\_\_

## Webinar Showup Emails

Webinar showup email #1

*Recommended send date: immediately after someone registers*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Showup to the webinar

Who are you sending this email to, and what are they thinking?

*What do they want, but also... what concerns do they have that might prevent them from moving forward?*

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\_\_\_\_\_

Main idea:

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\_\_\_\_\_



# EMAIL SEQUENCE OUTLINE (FREE WEBINAR)

Webinar showup email #2

*Recommended send date: day before webinar*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Showup to the webinar

Who are you sending this email to, and what are they thinking?

*What do they want, but also... what concerns do they have that might prevent them from moving forward?*

\_\_\_\_\_

\_\_\_\_\_

Main idea:

\_\_\_\_\_

\_\_\_\_\_

Webinar showup email #3

*Recommended send date: 1 hour before webinar*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Showup to the webinar

Who are you sending this email to, and what are they thinking?

*What do they want, but also... what concerns do they have that might prevent them from moving forward?*

\_\_\_\_\_

\_\_\_\_\_

Main idea:

\_\_\_\_\_

\_\_\_\_\_

# EMAIL SEQUENCE OUTLINE (FREE WEBINAR)

## Follow-up Emails

### Post-webinar email #1

*Recommended send date: day after webinar*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Watch the replay + announce cart is open

Who are you sending this email to, and what are they thinking?

\_\_\_\_\_  
\_\_\_\_\_

Main idea:

\_\_\_\_\_  
\_\_\_\_\_

### Post-webinar email #2

*Recommended send date: two days after webinar*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

\_\_\_\_\_  
\_\_\_\_\_

Main idea:

\_\_\_\_\_  
\_\_\_\_\_

# EMAIL SEQUENCE OUTLINE (FREE WEBINAR)

Post-webinar email #3

*Recommended send date: three days after webinar, morning*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

\_\_\_\_\_  
\_\_\_\_\_

Main idea:

\_\_\_\_\_  
\_\_\_\_\_

Post-webinar email #4

*Recommended send date: four days after webinar, morning*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

\_\_\_\_\_  
\_\_\_\_\_

Main idea:

\_\_\_\_\_  
\_\_\_\_\_

# EMAIL SEQUENCE OUTLINE (FREE WEBINAR)

Post-webinar email #5

*Recommended send date: five days after webinar, morning*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

\_\_\_\_\_  
\_\_\_\_\_

Main idea:

\_\_\_\_\_  
\_\_\_\_\_

Post-webinar email #6

*Recommended send date: six days after webinar, morning*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

\_\_\_\_\_  
\_\_\_\_\_

Main idea:

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\_\_\_\_\_



# EMAIL SEQUENCE OUTLINE (FREE WEBINAR)

Post-webinar email #7

*Recommended send date: seven days after webinar, morning*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

\_\_\_\_\_  
\_\_\_\_\_

Main idea:

\_\_\_\_\_  
\_\_\_\_\_

Post-webinar email #8

*Recommended send date: seven days after webinar, afternoon*

Send date: \_\_\_\_\_

Subject: \_\_\_\_\_

Promoting: Purchase product

Who are you sending this email to, and what are they thinking?

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\_\_\_\_\_

Main idea:

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