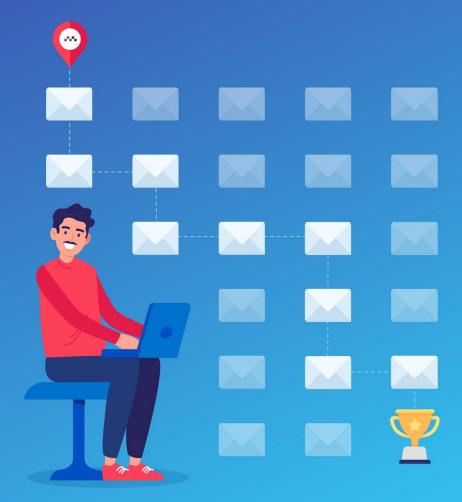# Webinar Email Scripts
That Sell

Email 2: Second Invitation - Send 3 Days Before Webinar

Formula	Example
Subject Line: Free (if applicable) [Topic] Workshop Coming Up! Preheader text: Register today.	Subject Line: Free Email Marketing Workshop Coming Up! Preheader text: Register today.
You Can [primary learning objective] Hi [first name or default "There"], I would love to help you with [topic]. My [free, if applicable] workshop is just around the corner: **[Webinar Title, Linked to registration page]** [Day, Date] [Time Time Zone] I really hope you can make it. You'll be glad you did! **Sign up here** [link to registration page]! 'Till Then, [Your first name] [Title, Company]	**You Can Get More Subscribers** Hi Sophia, I would love to help you with your email list. My free workshop is just around the corner: **How to Get 1,000 Email Subscribers With Facebook** Tuesday, March 10 12PM PST I really hope you can make it. You'll be glad you did! **Sign up here**! 'Till Then, Jack Aubrey Founder, LeadCollectors

Webinar Email Scripts That Sell

Email formulas to increase registration, attendance, and conversion with WebinarNinja

Announcement Emails (From Your External Email Service- Infusionsoft, Mailchimp, ConvertKit...)

<u>Email 1: Initial Announcement - Send 1 Week Before Webinar</u>

Formula	Example
Subject Line: Free (if applicable) [Topic] Workshop! Preheader text: Join me for a valuable lesson.	Subject Line: Free Email Marketing Workshop! Preheader text: Join me for a valuable lesson.
[primary learning objective] Hi [first name or default "There"], [pain point in question form]? I'm hosting a [free, if applicable] workshop that can help: **[Webinar Title, Linked to registration page]** [Day, Date] [Time Time Zone] You'll learn: ● [Subtopic 1] ● [Subtopic 2] ● [Subtopic 3] ● ...and more! Plus, I'll be happy to answer any questions you have. Stop [pain point]. **Sign up here** [link to registration page]! See you there, [Your first name] [Title, Company]	**Grow Your Contact List** Hi Stephen, Got a great product or service, but no one to sell it to? I'm hosting a free workshop than can help: **How to Get 1,000 Email Subscribers With Facebook** Tuesday, March 10 12PM PST You'll learn: ● How to create Facebook ads for lead capture ● How to target the right audience ● What to offer in exchange for email addresses Plus, I'll be happy to answer any questions you have. Stop being ignored. **Sign up here**! See you there, Jack Aubrey Founder, LeadCollectors

Email 4: Last Chance - Send 2 Hours Before Webinar

Formula	Example
Subject Line: Last chance! Workshop starts soon. Preheader text: You can still sign up.	Subject Line: Last chance! Workshop starts soon. Preheader text: You can still sign up.
Don't Miss This! Hi [first name or default "There"], My [free (if applicable) topic] workshop is about to start! **[Webinar Title, Linked to registration page]** [Day, Date] [Time Time Zone] We have spots left. **Sign up here** [link to registration page]! See you in a bit, [Your first name] [Title, Company]	Don't Miss This! Hi Killick, My free workshop on growing your email list is about to start! **How to Get 1,000 Email Subscribers With Facebook** Tuesday, March 10 12PM PST We have spots left. **Sign up here**! See you in a bit, Jack Aubrey Founder, LeadCollectors

Email 3: Second Invitation - Send 1 Day Before Webinar

Formula	Example
Subject Line: Free (if applicable) [Topic] Workshop Tomorrow! Preheader text: Save your seat!	Subject Line: Free Email Marketing Workshop Tomorrow! Preheader text: Save your seat!
See you tomorrow? Hi [first name or default "There"], Friendly reminder: tomorrow is my [free, if applicable] workshop on [topic]: **[Webinar Title, Linked to registration page]** [Day, Date] [Time Time Zone] **Sign up here** [link to registration page] to reserve your spot. Hope to see you, [Your first name] [Title, Company]	See you tomorrow? Hi Thomas, Friendly reminder: tomorrow is my free workshop on growing your email list: **How to Get 1,000 Email Subscribers With Facebook** Tuesday, March 10 12PM PST **Sign up here** to reserve your spot. Hope to see you, Jack Aubrey Founder, LeadCollectors

Email 2: Reminder - Sent 1 Day Before Webinar

Formula	Example
Subject Line: Reminder: [Topic] Workshop Tomorrow	Subject Line: Reminder: Email Marketing Workshop Tomorrow
Thanks again for signing up! Details for tomorrow's workshop below: [Title] [Date/Time] [Webinar page link] I want you to get the most out of this, so remember to bring your questions. You can enter them in the "**Questions**" area when you get to the webinar. See you tomorrow! - [Your first name]	Thanks again for signing up! Details for tomorrow's workshop below: **How to Get 1,000 Email Subscribers With Facebook** March 10, 12PM PST leadcollectors.webinarninja.com/workshop I want you to get the most out of this, so remember to bring your questions. You can enter them in the "**Questions**" area when you get to the webinar. See you tomorrow! - Jack

Automated Registrant Emails (From Your WebinarNinja Account)

<u>Email 1: Confirmation - Sent Upon Registration</u>

Formula	Example
Subject Line: [Webinar Title]: Registration Confirmed	Subject Line: How to Get Your First (or Next) 1,000 Email Subscribers: Registration Confirmed
Thanks for signing up for my webinar. Here are the details: [Title] [Date/Time] [Webinar page link] I'm really looking forward to helping you [lesson objective]. Bring any questions you'd like to submit! Pro tip: if you haven't already, **add this to your calendar.** You can easily do so from our "Thank You" page [link] See you then! - [Your first name]	Thanks for signing up for my webinar. Here are the details: **How to Get 1,000 Email Subscribers With Facebook** March 10, 12PM PST leadcollectors.webinarninja.com/workshop I'm really looking forward to helping you grow that list. Bring any questions you'd like to submit! Pro tip: if you haven't already, **add this to your calendar.** You can easily do so from our "Thank You" page. See you then! - Jack

Email 4: Reminder - Sent 1 Hour Before Webinar

Formula	Example
Subject Line: [Topic] Workshop Starts in 1 Hour!	Subject Line: [Topic] Workshop Starts in 1 Hour!
Here we go! We start in 60 minutes. [Title] [Date/Time] [Webinar page link] When you get to the webinar, you'll see a poll I set up for you. If you could take a minute to answer, it would help me cover exactly what you're looking for. Thanks! - [Your first name]	Here we go! We start in 60 minutes. **How to Get 1,000 Email Subscribers With Facebook** March 10, 12PM PST leadcollectors.webinarninja.com/workshop When you get to the webinar, you'll see a poll I set up for you. If you could take a minute to answer, it would help me cover exactly what you're looking for. Thanks! - Jack

Email 3: Reminder - Sent 0800 Day of Webinar, or 3 Hours Before Webinar

Formula	Example
Subject Line: [Topic] Workshop Today!	Subject Line: Email Marketing Workshop Today!
Once more, here are today's webinar details: [Title] [Date/Time] [Webinar page link] When you get to the webinar, introduce yourself! Tell me where you're from, and what you hope to get from today's workshop. See you soon! - [Your first name]	Once more, here are today's webinar details: **How to Get 1,000 Email Subscribers With Facebook** March 10, 12PM PST leadcollectors.webinarninja.com/workshop When you get to the webinar, introduce yourself! Tell me where you're from, and what you hope to get from today's workshop. See you soon! - Jack

Email 5: Starting Now - Sent 5 Minutes Before Webinar

Formula	Example
Subject Line: [Topic] Workshop Starting Now!	Subject Line: Email Marketing Workshop Starting Now!
Let's do this! [Title] [Date/Time] [Webinar page link] Jump in now and say hi! - [Your first name]	Let's do this! **How to Get 1,000 Email Subscribers With Facebook** March 10, 12PM PST leadcollectors.webinarninja.com/workshop Jump in now and say hi! - Jack

Follow-up Sales Emails (From Your WebinarNinja Account)

<u>Missed Webinar: NON-ATTENDEES ONLY - Sent 2 Hours After Webinar End Time</u>

Formula	Example
Subject Line: You missed it! Replay + Bonus	Subject Line: You missed it! Replay + Bonus
Sorry you couldn't make it today. Fortunately, a replay is available for the next 48 hours: [Title] [Webinar page link] I shared a special offer on the webinar, which you can still access: [Sales offer details] [Sales offer link] You can only get this offer until [time], so don't miss out! Enjoy the replay, - [Your first name]	Sorry you couldn't make it today. Fortunately, a replay is available for the next 48 hours: **How to Get 1,000 Email Subscribers With Facebook** leadcollectors.webinarninja.com/workshop I shared a special offer on the webinar, which you can still access: **For New Subscribers:** ● **Free email templates** ● **Free plan upgrade** ● **Free e-Book** ● **Free video course** **That's a total value of $700!** **You can claim it by signing up here.** You can only get this offer until **11PM PST tonight**, so don't miss out! Enjoy the replay, - Jack

Thanks for Coming: ATTENDEES ONLY - Sent 2 Hours After Webinar End Time

Formula	Example
Subject Line: Thanks for coming! Replay + Bonus	Subject Line: Thanks for coming! Replay + Bonus
Great to see you today! If you missed anything, or just want to review, you can watch the replay for the next 48 hours: [Title] [Webinar page link] Plus, you can still access the special offer I mentioned: [Sales offer details] [Sales offer link] You can only get this offer until [time], so don't miss out! Thanks again! - [Your first name]	Great to see you today! If you missed anything, or just want to review, you can watch the replay for the next 48 hours: **How to Get 1,000 Email Subscribers With Facebook** leadcollectors.webinarninja.com/workshop Plus, you can still access the special offer I mentioned: **For New Subscribers:** ● **Free email templates** ● **Free plan upgrade** ● **Free e-Book** ● **Free video course** **That's a total value of $700!** **You can claim it by signing up here.** You can only get this offer until **11PM PST tonight**, so don't miss out! Thanks again! - Jack

Next Webinar Invite: For all registrants- Sent 4 Days After Webinar

Formula	Example
Subject Line: Next Workshop: [Title]	Subject Line: Still interested? Take a look.
Hey there! I thought you'd be interested in my next workshop: [Title] [Date, Time] I'll show you: ● [Subtopic 1] ● [Subtopic 2] ● [Subtopic 3] As before, I'm happy to answer any questions you might have. Hope to see you there! You can register here [registration link] 'Till Then, - [Your first name]	Hey there! I thought you'd be interested in my next workshop: **3 Tricks To Increase Email Engagement** April 3, 12PM PST I'll show you: ● How to increase open rates ● How to make your emails readable ● How to increase click rates Hope to see you there! You can **register here.** 'Till Then, - Jack

<u>Counter-offer: For all registrants who do not take initial sales offer- Sent 2 Days After Webinar</u>

Formula	Example
Subject Line: Still interested? Take a look.	Subject Line: Still interested? Take a look.

Are you still interested in [your product or service]?
 	
I've got one more special offer for those who registered for my webinar (whether you attended or not!)
 	
[Modified Sales offer details]
[Sales offer link]
 	
This will only be available until [time]. Give us a try!
 	
All the best,
 	
   -   [Your first name]
	Are you still interested in [your product or service]?
	
	I've got one more special offer for those who registered for my webinar (whether you attended or not!)
	
	For New Subscribers:
	   ● **Free email templates**
	   ● **Free plan upgrade**
	   ● **Free e-Book**
	
	That's a total value of $300!
	
	You can claim it by signing up here.
	
	You can only get this offer until **this Thursday at 12PM PST**, so don't miss out!
	
	Thanks again!
	
	   - Jack

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