

No Excuses Post-Webinar Templates

Email 1: Thank you for attending

Subject Line: You rock!

Copy:

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

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

Here's some of my favorite takeaways from today:

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

What are your favorite takeaways? 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 [insert link]

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 against 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]