

Campaign-In-A-Day™

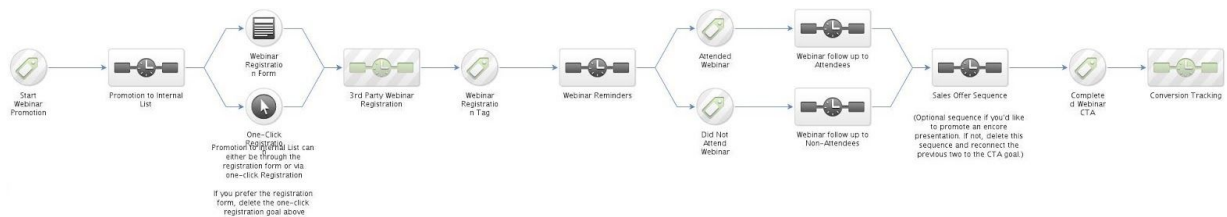
THE ULTIMATE WEBINAR CAMPAIGN

SUMMARY

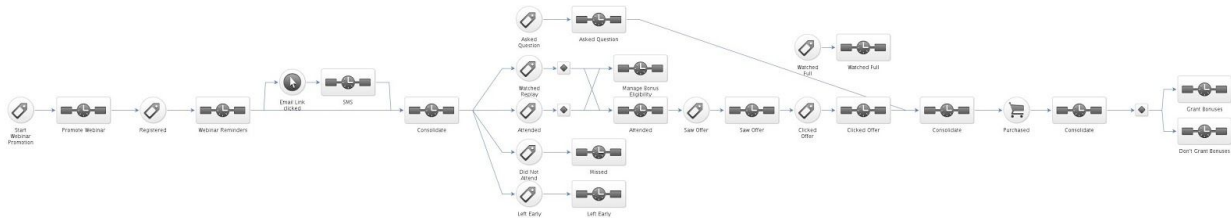
Webinars can be very effective ways to convert prospects into buyers. During this training we will start by building a simple live webinar campaign. We'll then add the functionality for SMS reminders and we'll go over how to make the webinar “evergreen”. Below you will find sample layouts of these campaigns as well as sample copy to help you get your webinar campaign launched quickly and easily.

We will be showcasing a few different tools during this training. For links to those tools, please visit: <https://www.boxoutmarketing.com/recommended/>

Here's a sample of what we'll build to start:



Here's a sample of an evergreen webinar setup using EasyWebinar:





WEBINAR PROMOTION SEQUENCE

EMAIL 1

Timing: 3 days before webinar

Subject: Special training on **TOPIC...** OR [WEBINAR] Don't miss this **TOPIC** training...

Hey ~Contact.FirstName~,

I'm holding a special training **TITLE** on **DATE** at **TIME** where I'll walk you through my [**SPECIAL PROCESS/TRAINING TOPIC**].

Register here right now: <http://link-to-registration-page.com>

Here's just a taste of what you'll learn on this special online training:

- Benefit of training 1
- Benefit of training 2
- Benefit of training 3
- Benefit of training 4
- Plus tons more...

Here is the link to get registered now: <http://link-to-registration-page.com>

See you there,

<SIGNATURE>

EMAIL 2

Timing: Day before webinar

Subject: Join me on my special training [**TOMORROW/DAY, etc**] OR Join me [**TOMORROW/DAY, etc**] OR Special training [**TOMORROW/DAY, etc**]

Hey~Contact.FirstName~,



I wanted to personally invite you to a special training I'm holding on [TOPIC]. The training is TOMORROW AT [TIME].

Reserve your complimentary seat here:

<http://link-to-registration-page.com>

Here's just a taste of what you'll learn on this special training:

- Learning Objective 1
- Learning Objective 2
- Learning Objective 3
- Learning Objective 4
- Plus tons more...

Here is the link to get registered now:

<http://link-to-registration-page.com>

See you there,

<SIGNATURE>

EMAIL 3

Timing: 30 minutes before webinar

Subject: [STARTING NOW] We're all waiting on YOU! OR Everyone is waiting on YOU! ;) OR Are you joining me?! OR Don't stand me up!

Hey ~Contact.FirstName~,

The [TITLE] training is about to start and we're all waiting on you!

Hurry, I can't wait much longer to start!

Go grab a last minute seat [HERE](#) while you still can.

See you in a few,



<SIGNATURE>

WEBINAR REMINDER SEQUENCE

EMAIL 1 - CONFIRMATION

Timing: Immediate

Subject: [Registrants ONLY] What to expect on the **TOPIC** webinar...

Hey ~Contact.FirstName~,

I'm excited to have you join me for my training [TITLE].

Before you attend the webinar, be sure to watch this video:

[PIC BELOW FROM VIDEO - LINKED TO INDOCTRINATION VIDEO]

<http://link-to-video.com>

[TELL THEM WHY THEY SHOULD ATTEND TRAINING AND WHAT THEY WILL LEARN]

So be sure to arrive early, be ready to take notes, but more importantly, be ready to take action!

Watch this special pre-webinar training now:

<http://link-to-video.com>

WARNING: There will NOT be a recording made of this training.

You may be asking "Why not?"

It's simple... I want to reward folks that show up for the training, and I also don't want recordings of this training floating around online.



Again, I'm excited to see you on the webinar!

See you there,

<SIGNATURE>

P.S. Here is your unique access info the training:

WHEN: [DATE/TIME]

WHERE: (Your unique join link): ~Contact_WebinarUniqueJoinLink~

While you're waiting for the training, PLEASE watch this video:

<http://link-to-video.com>

EMAIL 2 - REMINDER 1

Timing: 3 Days Before

Subject: [Registrants ONLY] Watch this before the webinar...

Hey ~Contact.FirstName~,

Here's the follow up video I promised you yesterday:

[PIC BELOW FROM VIDEO - LINKED TO INDOCTRINATION VIDEO]

<http://link-to-video.com>

This video explains [TOPIC/TITLE]!

PLEASE watch this video before the webinar!

Watch it here right now:

<http://link-to-video.com>

I also address 2 of the biggest questions from people when I speak to them about [TOPIC].



- 1st big question
- 2nd big question

If you were waiting to ask one of those questions on the webinar, I've got great news for you...

You don't have to wait, I answer them BOTH in this new video.

Get the answers here:

<http://link-to-video.com>

Talk soon,

<SIGNATURE>

P.S. If you missed yesterday's video about what to expect on the webinar you can watch it here:

<http://link-to-video.com>

P.P.S. Here is your unique access info the training:

WHEN: [DATE/TIME]

WHERE (Your unique join link): ~Contact_WebinarUniqueJoinLink~

See you on the training!

EMAIL 3

Timing: 2 days before

Subject: Quick reminder...

Hi ~Contact.FirstName~,

I know you're busy so I'll be quick...



Just wanted to remind you about the training webinar you registered for:

[TITLE]

Is only 2 day(s) from today!

You're registered and everything's good, BUT I'm starting to get a little nervous... we've already got more people registered than we can hold on the webinar.

...So PLEASE show up a few minutes early so you don't get locked out!

Here's your webinar info:

WHEN: **[DATE/TIME]**

WHERE: ~Contact._WebinarUniqueJoinLink~

Talk soon,

<SIGNATURE>

P.S. I created a quick video explaining **[TITLE]**.

PLEASE make sure you watch this video before the webinar!

[PIC BELOW FROM VIDEO - LINKED TO INDOCTRINATION VIDEO]

EMAIL 4

Timing: Day before

Subject: ~Contact.FirstName~, don't forget about tomorrow!

Hi ~Contact.FirstName~,

Don't forget tomorrow is your training webinar on:

[TOPIC]



Here's the info again just in case:

Start Date & Time: [DATE/TIME]

Your unique URL: ~Contact._WebinarUniqueJoinLink~

This is important so I'll remind you tomorrow as well... Trust me you'll thank me after the webinar!

See you tomorrow!

<SIGNATURE>

P.S. You should read this article on the [COMPANY OR NAME OF BLOG] blog about [TOPIC] BEFORE tomorrow's webinar.

Read the article here: <http://link-to-article.com>

P.P.S. Just a heads up about the webinar...there might be a small issue.

We're going to have waaaaaaayyyyy more people registered than the system will actually hold.

...So please show up a few minutes early so you don't get locked out.

With that said, here's the join info one more time:

Start Date & Time: [DATE/TIME]

Your unique URL: ~Contact._WebinarUniqueJoinLink~

EMAIL 5

Timing: Morning of webinar

Subject: ~Contact.FirstName~, our meeting is today

Hi ~Contact.FirstName~,



You all set for our [TOPIC] meeting today?

We'll go for about 45 minutes and then I'll answer any questions you might have.

All you have to do to join is click [HERE](#) at [TIME] (TODAY).

Here's just a taste of what you'll learn on this special online training:

- What you'll learn 1
- What you'll learn 2
- What you'll learn 3
- What you'll learn 4
- ...And so much more!

A TON of people have registered and I'm honestly afraid that some of them are going to get shut out... we just don't have room for everyone.

If you show up a few minutes early, you should be fine.

See you tonight,

<SIGNATURE>

P.S. To join the training, just [CLICK HERE](#)

We'll begin at [START TIME] sharp. Please try to show up 10 minutes early to avoid losing your seat.

EMAIL 6

Timing: One hour before webinar

Subject: (1 HOUR WARNING): [TITLE/TOPIC HERE]

Hi ~Contact.FirstName~,

The [TITLE] training you registered for starts in just under an hour [at TIME].



I'm going to teach you how to [TOPIC/BENEFIT].

Click [HERE](#) to join the webinar with your unique access link.

Now for some bad news...

There are more people registered for this webinar than the system can actually hold.

...So please get there a few minutes early to avoid losing your seat.

See you soon!

<SIGNATURE>

P.S. Remember the only way you can join the webinar is by using this unique link:

[~Contact._WebinarUniqueJoinLink~](#)

EMAIL 7

Timing: At time of webinar

Subject: ~Contact.FirstName~, your TOPIC/TITLE is starting now!

Hey ~Contact.FirstName~,

We're on and filling up FAST!

Click [HERE](#) to join me NOW

Remember, this is the training you registered for on:

[TITLE/TOPIC]

Click [HERE](#) now to join me or risk being locked out.

See you in a second,

<SIGNATURE>



FOLLOW-UP FOR ATTENDEES

EMAIL 1

Timing: Evening of the webinar

Subject: [Time Sensitive] Follow-up from today's training...

Hey ~Contact.FirstName~,

Wow, what a great turn out for tonight's webinar!

We maxed out **GoToWebinar's** 1,000 attendee limit for the [TITLE] training tonight.

Now, because time is of the essence I wanted to send you a quick email to remind you that you can get all the details on the limited time offer I made here:

<http://link-to-offer.com>

I don't know how long I'm going to leave this up, so you better move fast or risk getting locked out.

Like I mentioned on the training, I'm limiting how many people get access to this training and my proven [SYSTEM/PROCESS].

That's why, if I were you, I'd click the link below RIGHT NOW and see if the offer is still available:

<http://link-to-offer.com>

Talk soon,

<SIGNATURE>



P.S. The offer is VERY time sensitive and the bonuses I offered tonight are only for "fast action takers" so you'll want to get to the sign up page ASAP:

<http://link-to-offer.com>

FOLLOW-UP FOR NON-ATTENDEES

EMAIL 1

Timing: Morning after webinar

Subject: We missed you **last night (or yesterday)**...

Hey ~Contact.FirstName~,

If what **GoToWebinar** is telling me is right, you missed my live **[TITLE/TOPIC]** training that you registered for last night... or you were locked out.

Either way, I really hate you weren't there!

We maxed out the seats, shared a TON of content and the feedback has been fantastic!

Unfortunately, just like clockwork, I woke up to a support desk full of tickets from people who did actually get locked out or lost audio or had one of my slides get stuck or could see my slides but couldn't hear me (one of the many reasons I have a love/hate relationship with live webinars).

So, I decided to set up a special replay page for this training... BUT ONLY for the people who registered but were not able to join or had technical issues.

Click the link below and register for your second chance replay of last night's live training.

<http://link-to-register-for-replay.com>

I hope you make it this time,



Talk soon,

<SIGNATURE>

EMAIL 2

Timing: 2 days after webinar

Subject: [TONIGHT] Do NOT miss this again...

Hey ~Contact.FirstName~,

Do NOT miss this important training again!

Tonight, [DATE], I'm hosting a special re-broadcast of my invite-only event and you're invited.

Click [HERE](#) to reserve your spot at tonight's event:

<http://link-to-registration-page.com>

The title of tonight's event is the "[TOPIC/TITLE]" and here are the top THREE reasons you should join me:

- Reason 1
- Reason 2
- Reason 3

All you need to do to confirm your spot on tonight's event is...

Register For The Webinar Now:

<http://link-to-registration-page.com>

Since I'm using **GoToWebinar** I have exactly 1,000 seats available for this event.

WARNING: Over 1,000 people have already registered, so register right now, because when we start, it will be first come, first serve!

Register your seat by [clicking here](#) right now.



See you tonight,

<SIGNATURE>

SALES OFFER SEQUENCE

EMAIL 1

Timing: Delay 1 day

Subject: How to get [BENEFIT]

Hey ~Contact.FirstName~,

A couple of days ago I shared with our online training audience how to get [BENEFIT] and I wanted to remind you that you can get all the details on the limited time offer I made here:

<http://link-to-offer.com>

I don't know how long I'm going to leave this up, so you better move fast or risk getting locked out.

Like I mentioned on the training, I'm limiting how many people get access to this training and my proven [SYSTEM/PROCESS].

That's why, if I were you, I'd click the link below RIGHT NOW and see if the offer is still available:

<http://link-to-offer.com>

Talk soon,

<SIGNATURE>

P.S. The offer is VERY time sensitive and the bonuses I offered on the training are only for "fast action takers" so you'll want to get to the sign up page ASAP:



<http://link-to-offer.com>

EMAIL 2

Timing: Delay 1 days

Subject: Don't miss out on [BENEFIT/PRODUCT]

Hey ~Contact.FirstName~,

I'm only offering [PRODUCT] for 24 more hours.

Here's why you'll want to check it out:

- BENEFIT 1
- BENEFIT 2
- BENEFIT 3
- BONUS: BONUS 1
- BONUS: BONUS 2

<http://link-to-offer.com>

I'll be taking this down in 24 hours, so [click here to get signed up before it's gone](#).

Talk soon,

<SIGNATURE>

P.S. The offer is VERY time sensitive and the bonuses I offered on the training are only for "fast action takers" so you'll want to get to the sign up page ASAP:

<http://link-to-offer.com>

EMAIL 3

Timing: Dealy 1 day

Subject: LAST CHANCE



Ok ~Contact.FirstName~,

This is your last chance to get [PRODUCT]. I'm closing this down tonight at midnight

Here's what you don't want to miss out on:

- BENEFIT 1
- BENEFIT 2
- BENEFIT 3
- BONUS: BONUS 1
- BONUS: BONUS 2

<http://link-to-offer.com>

I'll be taking this down tonight, so [click here to get signed up before it's gone.](#)

Talk soon,

<SIGNATURE>