

Webinar Invite Email Scripts and Schedule

Remember, most of your registrations (and the people who show up) will come in within the 48 hour before your webinar.

Email	Send	Time	Email Goal
Email #1 (Optional)	5 days in advance of webinar	7 am ET or 4:30 pm ET (peak open times for your audience)	Exclusive invite to a value-packed masterclass, training, or webinar specifically for YOU.
Email #2	3 days in advance of your webinar	Peak open time for your audience	Exclusive invite to a value-packed masterclass, training, or webinar specifically for YOU.
Email #3	1 day in advance of your webinar	24 hours prior to your start time	"24 hours from now, I'll be live. Join me for a value-packed masterclass, training, or webinar specifically for YOU."
Email #4	Day of webinar	7 am	"By the end of today, you could... describe the transformation or results they will get by registering and attending the webinar."
Email #5	Day of webinar	10 minutes before your webinar starts	"Starting now, it's not too late to join."

Start customizing your email scripts on the next page

Here's the thing...

You're not really promoting a webinar, or a masterclass, or a training

You're promoting the results or transformation your viewers will get from the 45 minutes or hour they'll spend with you.

And because of that, consider if your audience values the term "masterclass" or "training" over webinar. Often those terms convey more value than a webinar that has become synonymous with "boring sales pitch."

1. Describe who your webinar is for in each email by how they define themselves. Example: moms of preschoolers, course creators, firemen who aspire to be on calendars, or Crossfit athletes looking for better nutrition.
2. Make it stupid-easy to register. If you can offer one-click registration for people already on your email list, do it. If you can offer pre-populated forms, do it.
3. Set your webinar on the ideal schedule for your attendees, not you. This might be evenings only. It might be Saturday mornings. It might be 9 pm ET to get your Brisbane audience during lunchtime. If you don't know, ask. Poll your audience in on your Facebook page, in your Facebook Group, drop a quick email. Or, test multiple times to see what gets the best show-up rate.
4. Give two optional dates if you can. I've noticed that both registrations and attendance jump when people have **two options** when they register.
5. You'll see these scripts put the value proposition in your subject line, opening paragraph and call to action. Be repetitive. It works miracles!

Email #1 – The authority-establishing irresistible introductory invite

Email Template

- Nail your value proposition for attending the webinar in your subject line
- Open with the value proposition or social proof of your authority in the value proposition in your opening statement... or my favorite as you 'll see below: BOTH as a 1-2 punch.
- Offer an incentive for attending
- List out the date(s) and time(s)

Subject lines (lots to choose from)

Subject line: Exclusive access to [your secrets, transformation, results, or case-story]

Subject line: Live masterclass coming up on [your secrets, transformation, results, or case-story]

Subject line: Exclusive training on [your secrets, transformation, results, or case-story]

Subject line: Do you need [topic]? Then join me date/time/location

Subject line: How to [your webinar topic example: how to sell sponsorships]. A step-by-step guide

Subject: How to hit your 2018 sponsorship revenue even if you're just starting today...

Subject: How to make it [what they want such as "rain recurring revenue"]

Subject line: The perfect chance to upgrade your [what needs upgrading] is on Friday (9/27) at Noon ET

Subject: [NEW TRAINING] Learn Exactly How to [Go Live on Facebook Every Day to Build Authority]

Prewritten Email

Hey %%FirstName%%, it's [Your Name].

Get ready to learn [exclusive, ninja-level, top-notch] secrets about [something your viewers REALLY want] that nobody else has shared.

Case in point: [Quickly describe a win your viewers can relate to] I helped Rachel get a 68% webinar show up rate from a cold email audience.

Let me show you EXACTLY how we [transformed, got results] and [additional benefit or result] got people to show up... and to BUY!

Commented [MO1]: I can't underscore how important this value proposition is. It's got to be compelling.

Remember that people will buy opportunity faster than solutions. That said, how to get your kids to go to bed without all the screaming, yelling, and backsliding, with these 3 strategies is pretty compelling.

Don't worry that you'll give away too much information on the webinar. You share the "what" on your webinar, and sell the "how" with your online course, coaching, or 1-1 services.

As if getting insider information on [your topic or value proposition] isn't enough, I'm going to give everyone who attends the webinar [name your incentive] the [describe the incentive] same webinar script my clients use to present webinars that sell crazy-good (like 14% crazy-good).

Commented [MO2]: This doesn't have to be huge. People love templates, checklists, anything "behind the curtains" such as: Including giving away a top-secret ads planner we use with all our 1:1 clients!

Name of Webinar, Masterclass, or Training

on

Tuesday, May 16th at 2:00 pm ET, and

Thursday, May 18th at 10:00 am **ET**

Commented [MO3]:

RESERVE MY SPOT

Commented [MO4]: A button is optional. I like it because I think it converts, but be sure to offer text-links to your registration page too.

I'm hosting a **free, LIVE training** where I'll share the exact formula we use to help [describe your attendees the way they describe themselves] to [get the results or transformation they want] for [the real benefit].

Commented [MO5]: Link everything that is in blue.

The training is the same on both days, so you choose the date and time that works best for YOU.

If you didn't get the results you wanted from your last [quarter, launch, meeting, process, webinar], [please join me >>](#)

You have nothing to lose—and everything to gain.

[<< Grab your seat now for the free, live training >>](#)

All the best,

[Your Name]

[Title]

P.S. Remember, people who attend live will get a special link to my exclusive [giveaway incentive]. [Register now.](#)

Example of intro invite:

Hi FirstName, it's Rachel.

Twelve years ago, I helped create the partnership between LIVESTRONG and Nike that sold 80 million yellow bracelets, raised \$250 million for cancer services and research, and branded LIVESTRONG as a global leader in the fight against cancer.



I think it's fair to say that I aced that sponsorship. And I couldn't be more thrilled to share what I learned with you.

LET ME SHOW YOU THE EXACT FORMULA WE USED TO CRAFT THE PITCH THAT SOLD NIKE AND PROPELLED LIVESTRONG'S FUNDING INTO THE MILLIONS.

On Tuesday, Feb 16th at 2:00 pm ET, and Thursday, Feb 18th at 10:00 am ET, I'm hosting a [free, LIVE training](#) where I'll share the exact formula I use to help nonprofit executives win the big sponsorships and look like heroes at the next revenue and budget meeting.

The training is the same on both days, so you choose the date and time that works best for YOU.

If you didn't get the results you wanted from your last sponsorship proposal, [please join me >>](#)

You have nothing to lose—and so much to gain.

[Grab your seat now for this free, live training >>](#)

Sincerely,

Rachel Armbruster
President of Armbruster Consulting Group

Email #2 – The authority-establishing irresistible introductory invite

Email Template

- STILL nail your value proposition for attending the webinar in your subject line
- Open with the value proposition or social proof of your authority in the value proposition in your opening statement... or my favorite as you 'll see below: BOTH as a 1-2 punch.
- Offer an incentive for attending
- List out the date(s) and time(s)

Subject lines (choose one different from Email #1)

Subject line: Exclusive access to [your secrets, transformation, results, or case-story]

Subject line: Live masterclass coming up on [your secrets, transformation, results, or case-story]

Subject line: Exclusive training on [your secrets, transformation, results, or case-story]

Subject line: Do you need [topic]? Then join me date/time/location

Subject line: How to [your webinar topic example: how to sell sponsorships]. A step-by-step guide

Subject: How to hit your 2020 sponsorship revenue even if you're just starting today...

Subject: How to make it [what they want such as "rain recurring revenue"]

Subject line: The perfect chance to upgrade your [what needs upgrading] is on Friday (9/27) at Noon ET

Subject: [NEW TRAINING] Learn Exactly How to [Go Live on Facebook Every Day to Build Authority]

Prewritten Email

Hi **FirstName**,

Have you marked your calendar for **[webinar date 1]** or **[webinar date 2]** for **[Masterclass or Webinar Title]**?

I ask because that's the only time you can get a behind-the-scenes look at how we **[transformed or got results]** for **[specific case story or the way your audience describes themselves]**, and what it could mean for **[you or your business or your children or your family or your retirement.]**

Commented [MO6]: Bold the dates and spell them out, "Thursday, January 9, 2020 at 7 pm ET"

Commented [MO7]: Putting the name of your webinar here is optional if you're clear about the value proposition or transformation they'll receive. If your webinar title nails it, use it. The biggest takeaway is they need to know what they be like (or can do) AFTER your webinar.

[If not, let this be a little reminder and a push.](#)

Commented [MO8]: Link to your webinar registration

Everyone who shows up LIVE to this [\[masterclass or webinar\]](#) training will get access to our [\[show-up live bonus\]](#) that [\[contains or reveals\]](#) [\[some good insider information they can't get by Googling\]](#).

It's usually [\[price it or say only available to our 1-1 clients\]](#)... but I'm giving it to you FREE when you attend the [\[webinar or masterclass\]](#) live!

So, will I see you there, [%%FirstName%%](#)?

I'll be sharing our [\[behind-the-scenes or exclusive\]](#) strategies to [\[results or transformation you're promising on the webinar\]](#).

Because, when you set aside this hour to join me live inside the [\[masterclass or webinar\]](#), you have my guarantee that you will discover...

- Bullet #1 [how to solve their biggest pain related to your topic](#)
- Bullet # 2 [how someone else has used this solution to achieve results](#)
- Bullet #3 [its used in a practical application](#)

You know I hate wasting time (mine + yours).

That's why I promise - this live [\[masterclass or webinar\]](#) will be the best use your hour (and mine)! Get ready to breakthrough your [\[crush an objection here, name something that might be holding them back\]](#)...

All the best

[Your Name]

[Title]

P.S. [Register now.](#)

Commented [MO9]: Link anything in blue.

Email #3 – 24 hours in advance, twist the knife

Email Template

- Pain: Open with the pain they are or might experience and twist the knife.
- Agitate: Add on pain or how things can get worse if they don't take action
- Solve: Your webinar or training is the solution they need NOW

Subject lines (I added two new subject lines that I've tested well at the top or use any of the others you haven't already used)

Subject line: The three unlikely secret weapons of [your topic]

Subject line: 3 strategies for [results or transformation]

Subject line: Do you need a [your topic] mentor? (Join me today)

Subject line: Exclusive access to [your secrets, transformation, results, or case-story]

Subject line: Live masterclass coming up on [your secrets, transformation, results, or case-story]

Subject line: Exclusive training on [your secrets, transformation, results, or case-story]

Subject line: Do you need [topic]? Then join me TODAY

Subject line: How to [your webinar topic example: how to sell sponsorships]. A step-by-step guide

Subject: How to hit your 2020 sponsorship revenue even if you're just starting today...

Subject: How to make it [what they want such as "rain recurring revenue"]

Subject line: The perfect chance to upgrade your [what needs upgrading] is TODAY!!

%%FirstName%%,

At some point we all get stuck.

[We lose market share to competitors. We get ignored by our kids. We get yelled at by the boss. We realize our kid isn't going to get a college scholarship. We get passed up for that promotion by someone 15 years younger. We get hit with an unexpected repair bill.]

Here's the thing... if you don't do something [list how it can get even worse with inaction or taking the wrong action, for example and your child isn't going to go to college because you can't afford it.]

When this happens, if you've ever said, "I need to try something different."

Commented [MO10]: Establish the PAIN they are experiencing in the rawest of forms. You only need to list two or three. I'm just giving you examples. They need to feel pain in order to see your training as an instant solution.

Then the [Name of Your Webinar or Masterclass] training is for YOU.

There are simple proven strategies [shifts] you can use right away to [shift, transform, or get results] with a level of confidence you haven't felt in a long time.

Come join me for [Name of Webinar or Masterclass]—it won't cost you a thing! And, who knows, what you'll learn might be what turns your [life, business, relationships, parenting, depression] around.

[<< JOIN THE FREE ONLINE MASTERCLASS >>](#)

You would be hard-pressed to find a/an [how your attendees describe themselves, e.g. executive, mom, firefighter, entrepreneur, author] who hasn't hit a wall and needed [tough love, insider info, to see how others are doing X, to connect with their peers] to help them [get results, achieve X, cope with, recover from].

You are not alone.

Join us for this [eye-opening training](#).

All the best,

[Your Name]

[Title]

P.S. Everyone who shows up LIVE to this [masterclass or webinar] training will get access to our [show-up live bonus] that [contains or reveals] [some good insider information they can't get by Googling]. [Save your spot now.](#)

Email #4 – Morning-of-webinar

Email Template

- STILL nail the value proposition of your webinar, but you've got urgency on your side now
- Remind about your offer an incentive for attending
- Just talk about today's event (and rewrite this email for the second day if you have more than one webinar option)

Subject lines (I added a new subject line, or use any of the others you haven't already used)

Subject line: Do you need a [your topic] mentor? (Join me today)

Subject line: Exclusive access to [your secrets, transformation, results, or case-story]

Subject line: Live masterclass coming up on [your secrets, transformation, results, or case-story]

Subject line: Exclusive training on [your secrets, transformation, results, or case-story]

Subject line: Do you need [topic]? Then join me TODAY

Subject line: How to [your webinar topic example: how to sell sponsorships]. A step-by-step guide

Subject: How to hit your 2020 sponsorship revenue even if you're just starting today...

Subject: How to make it [what they want such as "rain recurring revenue"]

Subject line: The perfect chance to upgrade your [what needs upgrading] is TODAY!!

Prewritten Email

Hi, %FirstName%,

Like a mentor, I'm [going live today](#) with a select group to share my [favorite, best, exclusive] [topic] ["shortcut" "secret" "tool" "strategy"].

Commented [MO11]: Link any text in blue to the registration page.

And by "shortcut" I don't mean it's going to be easy or some get-rich quick scheme hatched by your weird uncle on your dad's side of the family.

Commented [MO12]: Crush a common objection they might have about what you're going to present. It could be "I don't want you to think you can just Google this kind of insider info? Believe me, NO ONE is sharing their best Facebook ad audience strategies in a blog post."

I mean a mentor that cuts out the fluff and helps you make the right connections FAST so you can [\[transform or get results in your topic\]](#).

I've got three ways to start getting results today and I share them LIVE at [time]:

- Bullet #1 **how to solve their biggest pain related to your topic**
- Bullet # 2 **how someone else has used this solution to achieve results**
- Bullet #3 **its used in a practical application**

I'll also share a couple of **[topic-related]** tips that I've learned in my **[11 years in business]** or **[serving over 10,000 clients]**.

[Join me LIVE TODAY at 4:30 pm PT \(7:30 pm ET\)](#)

See you then!

ALL my best,

P.S. Everyone who shows up LIVE to this **[masterclass or webinar]** training will get access to our **[show-up live bonus]** that **[contains or reveals]** **[some good insider information they can't get by Googling]**.

Email #5 – Join us live

Email Template

- We're starting or have started

Subject lines

Subject: LIVE [Topic] Training with [Name of Presenter] Starting NOW

Subject: ***STARTING NOW*** Not too late to join [Name of Webinar]

Prewritten Email

Hi %%FirstName%%,

Are you coming to the live [topic or name of webinar] training with [Name of Presenter] today? It's not too late to join...

[<< JOIN THE LIVE BROADCAST >>](#)

[Name of Presenter] isn't wasting any time getting to heart of how you can [transform or achieve results], including:

- Bullet #1 how to solve their biggest pain related to your topic
- Bullet # 2 how someone else has used this solution to achieve results
- Bullet #3 its used in a practical application

You don't have to miss out. You can still jump on the training RIGHT NOW at: [\[Link to training\]](#).

All the best,

[Your Name]

[Title]

Example of this type of email on the next page:

INTEGRITY
STAFFING ★ SOLUTIONS
YOUR OPPORTUNITY ENGINE.

Missing you at Make Way for Gen Z, [[First Name]]!

Hello from **Make Way for Gen Z** where we just kicked-off.

David and Jonah Stillman have already surprised and energized our audience by dropping some major recruitment insights, such as:

- Who Gen Z admires and listens to (hint: it's not big-name celebrities)
- What inspired 61% of Gen Zers to say they would stay with your company 10+ years, meaning a massive ROI for you
- What Gen Zers need to hear from you (40% of Gen Zers say that working Wi-Fi is more important than working bathrooms!)

But fear not.

You don't have to miss out. You still have time to join the broadcast **RIGHT NOW** <https://live.geniecast.com/makewayforgenz-2/>

JOIN THE LIVE BROADCAST

Sincerely,

Todd Bavol
CEO and President
Integrity Staffing Solutions