

WEBINAR SLIDES TEMPLATE
0% COMPLETE

- WEBINAR EMAILS: What to send & when
- WEBINAR OUTLINE: Overview of the Content (7:21)
- WEBINAR CONTENT (Part 1): 3 Lies & 3 Truths (7:23)
- WEBINAR CONTENT (Part 2): The Offer (10:36)
- WEBINAR CONTENT (Part 3): The Rock Bottom Story (11:00)

WEBINAR EMAILS: What to send & when

How do you get prospects to show up for your webinar AND enroll in your course?

Enter: Your webinar launch email sequence. :)

Webinar Launch Email Sequence

week before webinar	Tue	8:10 AM	WFA (Work From Anywhere)	webinar invitation
week before webinar	Wed	12:36 PM	You coming?	webinar invitation
week before webinar	Thu	12:10 PM	#CourseFromScratch Masterclass - You're in!	webinar confirmation
week before webinar	Fri	2:10 PM	0 to \$20k in 60 days	tell your story
week before webinar	Sat	10:05 AM	New video :)	share a tip
week of webinar	Mon	12:48 PM	[FIRST NAME GOES HERE], before you attend - watch this.	share a tip
week of webinar	Tue	7:05 AM	Announcement 📢	course preview
week of webinar	Wed	9:15 AM	re: Checking in	webinar reminder
week of webinar	Wed	4:24 PM	re: still coming?	webinar reminder
week of webinar	Wed	7:05 PM	We're starting in 45 mins... (funny photo inside)	webinar reminder
week of webinar	Wed	7:55 PM	[NOW STARTING] #CourseFromScratch Masterclass LIVE	webinar reminder
week of webinar	Wed	10:05 PM	thanks for coming, [FIRST NAME GOES HERE] :)	webinar thank you

Webinars convert anywhere from 10% to 30% of attendees to purchase your course.

For your webinar, as a beginner, I recommend you aim to convert 10-15% of your webinar attendees to purchase your course.

If you're just starting out, you can expect your conversion rate to be on the lower end. When I first started, my conversions were abysmal—sometimes just 3%!

As you become more experienced, refine your offer, and find congruency between your webinar content, audience, and offer, you'll see your conversion rates rise.

I'm here to put you in the BEST position to garner high conversions as fast as possible, without the long time I took to figure it out.

The key to converting your webinar attendees is:

- Getting the highest show up rate possible
- Getting as many of the people who show up to stay and purchase
- Getting as many of the webinar registrations to buy your course after the webinar and before the deadline

The Webinar Launch Email Sequence is a set of emails you'll use to indoctrinate people and prime them to purchase from you BEFORE they attend the webinar. It also consists of the emails you'll send AFTER the webinar to continue the conversation and demonstrate why your program is a must-purchase. Today, I get 50% of my sales live on the webinar and 50% of my sales after the webinar.

[>> See the Webinar Launch Sequence Emails Here <<](#)