

WEBINAR EMAIL TEMPLATES

We love to make things easy for you. So below are the complete email templates that you can send out for your webinar. Just change the bits inside the square brackets [] and you are good to go! You are welcome to change or add to the email templates as you see fit as well.

PRE WEBINAR: Confirmation Email

After someone has registered for your webinar you want to send them a confirmation email. If you are using GoToWebinar, then the confirmation template is all set up in the system and will send it automatically if you set it up to. If you are not using GoToWebinar then here is a template that you can use to send to those that register.

Email Subject: "Confirmation: [Webinar Name]"

Dear [First Name]

Thank you for registering for [Webinar Name].

[Webinar description]

Please send your questions, comments and feedback to: [Your Email Address]

How To Join The Webinar

[Date and Time – remember the time zone it is in as well]

Add to Calendar [Clickable link to add to their Outlook Calendar if you have the ability to set that up]

Click the link to join the webinar at the specified time and date:

Click here [Clickable webinar link]

Please send your questions, comments and feedback to: [Your Email Address]

I look forward to having you on the webinar!

[Your Name]

PRE WEBINAR: Webinar Reminder Email(s)

Sending reminders out before the webinar is important so that you make sure that people not only remember about the webinar, but also so that they have the webinar link easily accessible and ready to go when the webinar starts. If you are using GoToWebinar, then the reminder template is all set up in the system and will send it automatically if you set it up to. If you are not using GoToWebinar then here is a template that you can use to send to those that register.

Email Subject: "Reminder: [Webinar Name] starts in [1 day / 1 hour]"

Dear [First Name]

This is a reminder that [Webinar Name].will begin in [1 day / 1 hour]

[Webinar description]

Please send your questions, comments and feedback to: [Your Email Address]

How To Join The Webinar

[Date and Time – remember the time zone it is in as well]

Add to Calendar [Clickable link to add to their Outlook Calendar if you have the ability to set that up]

Click the link to join the webinar at the specified time and date:

Click here [Clickable webinar link]

Please send your questions, comments and feedback to: [Your Email Address]

I look forward to having you on the webinar!

[Your Name]

PRE WEBINAR: Gift Email Template

Once you have done your marketing and got people registered for your webinar, you need to convince people to show up live. The more people that you have on the live webinar the better, as you want the interaction on the live – this really makes the webinar feel like a live event. So getting people to turn up is important.

We promise a gift to those that show up to the live webinar. It has to be a compelling gift to make them take action and really want to show up live. Here is the email that we send approximately 6-8 hours before the webinar to let the registered people about the gift.

Email Subject: Important Webinar Details & Your Gift

Hi [First Name]

You have signed up to be part of [Webinar Name] Webinar which is happening [today / tonight] and I just needed to let you know about a few things before the webinar.

My free webinars are really powerful (I get amazing feedback after every one that I run), and I go the extra mile and pack in the value for those that attend – no fluff or waffle. I really want to help you to transform your [life / business / health / relationships].

Now I know that there are lots of things that you could be doing [today / tonight], but you are choosing to be part of the webinar, and I appreciate that. I really want to say thank you for spending the time with me tonight and spending time working ON your [life / business / health / relationships].

That is a really amazing gift that you are giving yourself, and I would love to give you a gift to say thank you as well.

So for all of those people that are on the webinar [today / tonight] I will give you a special gift – something that will be really useful for you on your journey to [key outcome of your webinar].

[Describe the gift here – what is the gift and what is it going to help them with. What is the big benefit of this gift? Is it going to save them lots of time, save them going through challenges on their journey. Keep it short, but make it compelling]

Here's the times for the webinar in you are in [NZ or Australia / your local and surrounding timezones]:

[Change the times below to match your webinar times]

- 8 pm NZ time
- 6 pm NSW time or VIC time in Australia
- 5 pm QLD time
- 4pm Perth and WA time

If you are out of these time zones then please check online to make sure you have the right time for your time zone.

Have an amazing day and I look forward to having you on the webinar [today / tonight].

[Your name]

PS. You need to be on the webinar live tonight to receive that powerful [gift name] gift, so if you are serious about improving [key challenge for attendees] then make it on there with me [today / tonight].

PPS. The link to click to join the webinar has been sent to you in a separate email, if you haven't received this yet then let me know.

POST WEBINAR: Send Gift To Attendees

After the webinar you need to send out the gift that you promised to the webinar attendees. Download the attendance report from Go To Webinar or the webinar system that you are using,

and tag those people in your database to make a list of those that attended the webinar live. Then you can send them an email with their gift using the following email:

Email Subject: Your Gifts From Last Nights Webinar

Hi [First Name]

Wow, what a webinar [this morning / this afternoon / last night]! It was great to have you on there and it was fantastic to hear all the amazing feedback at the end.

As promised, in this email is the gift that I talked about on the webinar – [gift name]. There is a link to download this gift at the end of the email.

Also, places for the [program or service name that you pitched on the webinar] that we talked about on the webinar are limited due to [the amount of 1-on-1 support we give during the program or other reason], so if you are ready to be part of this [powerful program] that will show you [key outcome of the program / service] then take action and sign up today.

The special webinar price that we offered on the webinar is only available until [date and time offer ends], so the offer will run out then. After that, it will go back up to the full price which is [extra amount] more.

Here's the link with the details again:

[Link to your webinar special offer sales page]

If you are interested in the program but do have any questions then simply reply to this email and I am happy to answer them for you.

Have a fantastic day and remember to go out and take action on what you learnt [today / last night].

Warm regards,

Kim.

Here is your gift:

[Gift name and key outcome of gift]

[Clickable link to gift]

Lastly, if you want to listen to the webinar again (I did cover A LOT of content in there!) or you missed part of it then here is a link to the replay. The replay is only up for a limited time (again until [time replay going down]) so if you do want to watch it then make sure you make the time to do so.

[Clickable link to replay]

Enjoy!

POST WEBINAR: Send Webinar Replay To Non-Attendees

After the webinar you want to send out the replay (if you are going to release it) to the people that asked for the replay and those that did not attend the webinar. This way, the people who were interested in attending but didn't can still get a chance to watch the webinar and take up the offer that you made on the webinar. Send the following email to those people after the webinar, once you have the replay set up.

Email Subject: Here's the Webinar Replay

Hi [First Name]

Thanks for signing up for the [Webinar Name] Webinar.

It was an amazing webinar that you missed, but I do have great news for you, because technology did play its part and we do have the webinar recording that you can now watch.

BUT the replay will only be available for a short time and will be taken down [date and time that it will be taken down].

So if you want this valuable information that could truly transform your [life / business / health / relationship]. Then make sure you take the time to watch the replay.

[Click here to access the webinar replay](#) [Clickable link to replay]

Here's a few of the things that we covered during the webinar:

[Add in 3-5 key compelling points that you made on the webinar in bullet point form]

- The Major Webinar Roadblocks - What stops people from doing webinars and how to overcome these roadblocks to run successful and profitable webinar
- Top 10 Do's and Don'ts of Running Webinars Successfully - Avoid doing what makes any webinar a big flop and learn what you must do to make it a success!
- Conversion Secrets - Our top secrets for getting more conversions on a webinar (even when you are selling high priced services and programs)
- Plus lots more!

[Click here to access the webinar replay](#) [Clickable link to replay]

Have an amazing week and enjoy the replay!

[Your Name]

PS. Remember that this replay is available for a limited time only, it just has too much valuable info to leave up any longer than that. This is a private link, just for you since you registered for the webinar, so please don't share it. Enjoy!

[Click here to access the webinar replay](#) [Clickable link to replay]

POST WEBINAR: Special Offer Ending To Attendees

People get busy and forget to make a decision about the special offer that you made on the webinar, so make sure that you remind the attendees 24 hours before the special offer is ending that they only have a limited time left to get the special offer.

Subject: Only 24 hours left

Hi [First Name]

Don't miss out!

The special offer that I made on the webinar last week for [program / service name] is ending in just 24 hours, so this is your last chance to take advantage of that special offer with all of the bonuses. After that, the offer will end and you will need to pay full price if you want to be part of the [program / service name].

[Grab the special offer here](#) [Clickable link to special offer sales page]

The offer is ending so your time is running out to be part of this amazing [program / service]. Here's a quick summary of what you get when you join the [program / service]

[List some key points they get as part of the program / service, as shown below...]

- Our complete 3 Step Formula for running highly converting webinars (Attract → WOW → Convert) – We go indepth into the formula to give you everything that you need know to plan, create and run webinars that have targeted prospects for your business not only showing up but also engaging and buying from your webinars
- 12 Weeks of Video Trainings and bonus trainings – plus time in between to implement
- PDF Action Guides taking you through the 3 step process to getting more clients – These are practical action guides that are designed to get you in action and implementing what we teach you so that you can go out and start making webinars work for your business
- Plus the most valuable part of the program is you get 3 x personal 1-on-1 phone calls with either Andrew or Kim to give you specific help getting everything planned and implemented correctly

This [complete in-depth 12 week program] is truly packed full of value!

[Click here to join the program](#) [Clickable link to special offer sales page]

[Add some positive feedback or results that came from your program / service]

I look forward to personally welcoming you on board into the program if you decide to join. All the best and have an amazing week,

[Your Name]

P.S. Remember you only have 24 hours left to take advantage of this special offer as it is going back up to full price at [date / time].

[Take action today to shift your \[life / business / health \] forward](#) [Clickable link to special offer sales page]

POST WEBINAR: Replay coming down To Non-Attendees

People get busy and forget to watch the replay, so make sure that you remind the non-attendees 24 hours before the replay is coming down that they only have a limited time left to watch it.

Subject: Only 24 hours left

Hi [First Name]

Don't miss out!

The webinar replay for [webinar name] is coming down in 24 hours, so this is your last chance to watch it before it comes down.

[Listen to the full replay here](#) [Clickable link to replay]

The replay is coming down, so your time is running out to see what the attendees raved about, here's a quick summary of what we cover in the training and when we cover it:

[List some key points and the time in the webinar replay that you cover it, as shown below...]

7:17 – 3 Reasons Webinars are Amazing for building Momentum in Your Business
14:27 – The “Income Formula” to discover how much Webinars can make you
21:30 – “The Ten Times Story” How webinars increased income by a factor of 10, in just one year!
30:03 – What we did to turn our webinars around (Yes we sucked at webinars to begin with!)
48:27 – 3 Step Formula to Webinar Conversions (and how much our client made using it)
1:07:56 – The Industry Nightmare for Webinars that you won’t hear about (and what to do about it)
1:12:21 – Our Secret Giveaway that Wows webinar attendees (but it costs us nothing!)
1:17:38 – Creating “Aha Moments” and Breakthroughs for Webinar Attendees
1:29:39 – Conversion Secrets to Making More Sales on your Webinar
1:36:11 – Turbo charging the response to your offer
1:40:45 – Question and Answer Session from the Attendees

This training is truly packed full of value!

[Last 24 hours to listen to the value packed replay, click here now \[Clickable link to replay\]](#)

Please take this opportunity to watch the training, because once it is taken down the information won't be accessible unless you are a client.

[Add some positive feedback or results that came from your webinar, like the one below]

Natalie attended the webinar live and she's gone on to run her first ever webinar and she even made money with a massive conversion rate! Natalie is not a client, she watched our free training and used it to help make money on her first webinar, pretty awesome right?

All the best and have an amazing week,

[Your Name]

P.S. Remember the replay is coming down [date and time] so take the time to watch this powerful webinar now so that you don't miss out.

[Take action today to shift your \[life / business / health \] forward and watch this training now \[Clickable link to replay\]](#)