Strategy - scarcity (timer or long period test it out)  
  
After the webinar  
==============  
  
24 hours after Webinar  
  
Hey firstname,  
  
The webinar replay is live!  
  
(If you are having this problem, then the solution is this)  
  
Watch the Webinar Replay to learn how ::  
  
(Insert link)  
  
Attendees really liked the (Insert best welcomed tip), and (another tip).  
  
But those are just two of many.  
  
Warm Regards,  
  
Your Name  
  
  
======  
72 hours Before End  
  
Hey firstname,  
  
(The webinar has gotten a lot of great comments and this might be my best webinar yet!)  
  
So go watch it before I take it down because I want to keep this within a limited amount of people  
  
>>>   
  
Warm Regards,  
  
Your Name  
  
P.S - it'll be up for another 72 hours.  
  
======  
24 hours Before Midnight or End Time  
  
Hey firstname,  
  
If you're facing (another objection - time or money, then you'll want to watch this webinar as it --- solves this objection)  
  
(Link)  
  
After you watch it you will see (how to solve problem) and (achieve a desire)  
  
Warm Regards,  
  
Your Name  
  
P.S. This offer will be removed by ##:##PM (time zone) (Day) at the  
latest…so please don’t delay.