Hello and welcome to Video #4. We’re gonna talk about the webinar email schedule. I’m going to go to a mind map so that you can see the full layout before the webinar and after the webinar. Let’s move onto that mind map and I’ll show you exactly what you need to do.

Okay, so here’s the mind map as you can see here and everything before the webinar, I'm gonna call it ‘reminders’ and everything after the webinar, we’re gonna call it ‘follow-ups’. I’ve color-coded it so that we got it to be orange and then we got it to be red for the follow-ups.

The initial email is basically going to say, “Thank you for signing up. Here’s the checklist.” The reason why I want you to include a checklist or an action list, a document, a PDF, or something that you'll actually be covering in the webinar. So, it all leads up to this point. So, the whole goal here is not to just give them a checklist or a PDF document or whatever; it’s not just to give it to them, the whole goal is to get them to use it, to take those mini-actions along the way. Because when you pull out that checklist and they’ve already got that checklist done, they get to follow along and use exactly what they checked off, exactly what they did – whatever the homework was as part of the checklist or the document, which leads up into the webinar. And at that point in time, they’ve taken so many mini-actions that they become mini-commitments. When you use that in the webinar and it ultimately leads into whatever you're trying to sell or part of the service that you're trying to promote, your conversions are actually a lot higher. Coz everything is congruent from the first to the webinar.

So, you’ve got an initial email here; what I recommend is probably follow up on the same week with some sort of a checklist tips. You can tell them, “Hey, if you haven’t had the chance to grab the checklist, here it is.” Make sure you give some tips about the checklist. Give your best tip and then after that, what you wanna do is you wanna follow up closer to the webinar. This could be right after this here or it could be a couple of days. And then right here, this could a day or 2 days before the webinar. And then of course, you wanna have a 1 hour before the webinar. So that even though people have it on their calendars, people forget. I've done it. I'm sure you’ve done it. I'm sure many people have done it and they’re thinking, “Oh no. I've missed it” so that definitely helps them. Even though you have all of these, they're actually geared to give people value, to help people by reminding them. So, as long as you're giving value along the way, most people don’t care because they initially signed up wanting to receive more information about that. In this day and age, everybody’s just doing a pitch fest so, you wanna make sure you give value along the way.

A lot of people, what they do is just have that initial email and then maybe 1 hour before the webinar. But up to this point, most of the time, people forget. People forget that they even signed up for your webinar. So, you wanna make sure that you followed up throughout if your goal is to of course, increase your conversions. If your goal is to have a webinar just to have a webinar, and your goal is not really to increase conversions; you’ve got an educational webinar then of course, this would be different. But if your goal, which I'm sure the majority of you, is that you want to increase your conversions, then this follow up series will greatly help you.

So, of course, on the webinar, you can use the checklist, you can go over the checklist and then after that you wanna have a replay typically about 24 hours after. You can email the full list. You can email the people that were unable to show up. So, this is 24 hours after the webinar. So, the second follow up in red is a replay follow up 72 hours before you close. So, depending on when you want to close the offer, that’s when you want to send it out. And then of course, you want to send out a follow up 24 hours before midnight. So, for whatever day that you're going to close it on, you want to integrate that into here. All along right here, you generally want to use a countdown timer to increase scarcity.

I hope you enjoyed that. Feel free to jot everything down as you go and customize it to your own needs. In the next video, I'm going to go into a lot more detail about the orange area here and I’ll show you exactly what email templates you can use.