Initial Email::

Thanks for signing up for the webinar!

Glad you secured your spot because there are limited spots.  
  
This isn't your usual pitch fest.  To start things out, I wanted to give you a checklist / that'll provide some insight into your (specific X problem).  
  
I'll be providing you with some tips before the webinar so you'll be able to jump right in.  
  
Remember there are limited spots at the webinar so make sure to mark your calendar and come early!  
  
Talk soon,  
  
  
============  
Reminder - Same week  
  
Hey firstname,  
  
Have you had a chance to review the checklist/document/PDF?  
  
If not here's a link to download it ::  
  
(Insert link to file)  
  
(Insert your best tip from checklist.)  
  
Hope you enjoyed the tip.  
  
Don't forget there are limited spots, because my GotoWebinar account holds a limited amount.  
  
Look forward to seeing you on the webinar!  
  
======  
Reminder X-2 days before

Hey firstname,  
  
X days ago, I sent you a tip about the checklist/document/PDF.

Today I want to share with you some results my (customer) or (I) got from implementing (X item on the checklist)

(Share another valuable tip)  
  
I hope you enjoyed the tip.

Remember the webinar is only 1-2 days away and I have many more tips to share with you so you can get (specific) results.  
  
Also don't forget there are limited spots, because my GotoWebinar account holds a limited amount of people. So please come early.  
  
Look forward to seeing you on the webinar!

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An Hour before the webinar  
  
Hey firstname,

(Your Name) here.

Were almost live and I’m super excited about sharing with you the results I’ve received in (specific area)!  Don't forget to bring your checklist!  Don't worry if you haven't gone thru it because well be going thru it in the webinar, but it’s more helpful if you’re able to check off at least one item.  
  
Remember to come early because there are limited spots!

See you soon! Thanks!