Congratulations! You’ve reached the end of this video course. This is Video #7, we’re going to talk about **After the Webinar Follow Up Templates**. So get ready to take out your pen and paper or start jotting things down because we’re going to run through this and I’m going to show you the exact swipe files.

Okay, so I’ve opened up my Microsoft Word and I’ve written up these email templates and the strategy here is to obviously use scarcity. You can test this out but we recommend a timer or you can do a longer period to test it out. You can do something like two weeks and see how well it works with your audience because you really don’t know until you test it out.

So, let’s start with the after webinar template – 24 hours after the webinar. If you can’t do it, try to do 48 hours, too, because I realize you do have to edit the video, you have to upload it, and so forth. But, if I were you, I would spend the next day trying to do that because time is crucial.

Say, “Hey firstname. The webinar is live! If you are having this problem, then the solution is this.” What I mean by that is in relation to your webinar, you kind of want to get a gauge after the webinar what the major problems that people are having that are preventing from reaching their desires and wants. So place that here, then the solution is this and you want to make sure that that it is actually covered in your webinar. So you’re still giving people the sneak-peek preview because remember, you’re speaking to people who also may not have attended the webinar, as well, so you still want to say some sort of benefit or tip.

Then you can say, “Watch the webinar replay to learn how:” and then you can insert another tip if you want, you don’t have to. You can insert the link. Then we have something like, ”Attendees really liked the (blank) tip and another tip. So, you’re essentially doing the exact same thing with the Before-webinar templates where you’re inserting and sprinkling tips everywhere.

But you can say, “Those are just two of many.” Hinting that there are more in the webinar. Then 72 hours before you do the actual countdown timer, so you want to make sure that you have an email that is closer to the webinar itself.

72 hours before the end – “Hey firstname. The webinar has gotten a lot of great comments and this might be my best webinar yet!” Now, obviously, only say that if that’s true because you don’t want to say that every single time. But if you can put something like that or something with social proof involved, if you got a comment from somebody, put that in. Got a testimonial? Put that in. You put something else, so that everybody else thinks, “Okay, well, okay. The herd mentality is here. So and so; if so and so thinks it’s great, it must be great. So I’m going to go, check it out.”

“So go watch it before I take it down because I want to keep this within a limited amount of people.” This, basically, tells everyone that, “Hey, I don’t really want to release this to everybody. I only want to release this to a certain amount of people.”

Obviously, as you’re writing this, be ethical about it. Make sure that you’re doing what you say that you’re doing. But that tells people, “Hey, you got to secure your seat now before it ends because when it ends, we’re probably not going to open for this long of a period.”

And then, “Warm regards, your name, P.S. – it’ll be up for another 72 hours.”

Then the last email; I mean you can do more emails if you want to do so. You can 24 hours before midnight or End Time and then another 12 hours right before then because that’s, generally, during the 24-hour period is when most of the sales actually come in.

What we found, through testing, is that most people do not buy. They buy in the beginning, they don’t really buy in the middle and they buy at the very end or they email you after the end is complete and say, “Hey, I missed it. Can I get it?” That’s what usually happens. You can say, “Hey firstname, If you’re facing (another objection whether it’s time or money, then you’ll want to watch this video as it --- solves the objection).” ‘Video’ can be ‘webinar’ – as it solves the objection.

At the very end, there are reasons why people have not purchased. There are many, many reasons but if you can think about in your niche, in your market, what is the main objection that people have? When people email you and support helpdesk, what do they ask? What are these objections that people have? If you can figure out what the top one, two, or three, I want to go more than that but if you can figure out one, two, or three objections, and then, solve the objection by saying “It’s in the webinar” then, you’ll actually get more people to your webinar because those are objections that people have. Either they don’t have enough time, they don’t have enough money, they’ve tried things but failed in the past; so, this is going to help you a lot.

And then, put a link here. “After you watch it you will see (how to solve the problem) and how to (achieve your desire).” So you can find your objection, you can find the problems they face, and the desires that they ultimately want to achieve.

So, as you can see, there’s a lot of stuff going on in this last email. There’s objections, solving those objections; problems, solving those problems and scarcity, “This offer will be removed by (let’s say) 11:59PM (which is a minute before midnight)…You want to put your time zone whether that’ EST, MST, CST, whatever, and then the day (Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday) at the latest… so please don’t delay.”

I hope you enjoyed that. I enjoyed writing up these emails and sharing these with you. With that said, make sure that you go back to the main course and take everything in and don’t forget to take action.”