

## Webinar Funnel Flow

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|---|----------------------|
| <p><b>Email 1: You're Registered</b><br/>Remind them of the date/time, and keep this one short.</p>   | Immediate            |
| <p><b>Email 2: Prepping for webinar + freebie</b><br/>Give them some homework prior to webinar (free content you have that's relevant to the webinar topic) &amp; give them a freebie deliverable for registering</p>                     | 4 days prior         |
| <p><b>Email 3: What you WON'T see on this webinar</b><br/>Give them 5 things they won't hear &amp; 5 things they WILL hear (benefit-specific to incentivize them to them showing up)</p>  | 2 days prior         |
| <p><b>Email 4: Best free event you'll see tomorrow</b><br/>Keep this one short, and tell them 3 reasons why YOU're excited about tomorrow's webinar</p>   | 1 day prior          |
| <p><b>Email 5: Webinar starts in 1 hour</b><br/>Send a short reminder with the webinar link, but don't put any other links in the email.</p>  | 1 hour prior         |
| <p><b>Email 6: Webinar starts in 15 mins</b><br/>Send a short(er) reminder with the webinar link, but don't put any other links in the email.</p>   | 15 mins prior        |
| <p><b>Email 7: Replay link up for 24 or 48 hours</b><br/>Thank your RSVP'ers and tell them how excited you were to spend time with them on the webinar. Send out your replay link, but limit the amount of time it will be available.</p> | 2 hours post-webinar |
| <p><b>Email 8: Offer email</b><br/>This is a classic sales email pitch based on the offer you gave in the webinar</p>   | 1 day post-webinar   |

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**Email 9: Reiterate offer / replay is down**

This is another sales pitch email. Tell them the replay link is down, but they don't want to miss the super great offer you mentioned in the webinar.

2 days  
post-webinar

## Swipe File for Emails

*These are the emails I use for my JV webinars, provided to you as a swipe file. You \*could\* copy them and use them word-for-word, but that wouldn't be super smart, because my copy doesn't sound like your copy...*

*INSTEAD, look at how each is structured and rewrite them, giving the same information, in your own voice. They'll be much more effective that way!*

**Email #1****Immediate Send After Registration**

~Contact.FirstName~,

I'm pumped to have you onboard for what looks to be an entertaining and elucidating chat with me and [WEBINAR CO-HOST].

So, virtual high-fives for that!

Now here's the thing. You can only fully benefit from the webinar if you give it your all... Giving less than your full attention will result in less than awesome results.

And we don't want that.

So here are three things you can do right now to make sure you don't get those results.

Super Important Thing One:

Add the webinar date & time to your calendar. It's happening DATE. I will be sending a few reminders but it's best to block your calendar right now. You don't want to miss it!

Click below to watch the webinar on DATE:

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[WEBINAR LINK TO ATTEND].

Super Important Thing Two:

Please whitelist my email address because I will be sending you some very cool stuff over the next few days including my best top secret tips on building an editorial calendar for your blog and we don't want those to be devoured by the evil agents of SPAM.

Super Important Thing Three:

Why should you even listen to me? Well, first, I have a winning personality and a charming smile... Just kidding! (I mean, maybe, but that's not why you should listen to me.)

Actually, my Internet street cred is pretty good. [INSERT BIO OF YOURSELF HERE]

If you want to know more about me and what I do, check out my website at [WEBSITE]. Or, if you have a specific question, just hit reply to this email and let me know. I love to get mail!

Talk to you soon,  
~Lacy

P.S. Seriously, mark the webinar date on your calendar, OK? [DATE]

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**Email #2**

**SUBJ: Prepping for the editorial calendar webinar + FREEBIES!**

Hey {FIRST NAME},

I promise, I am not going to spam you with a gazillion emails, but I am going to send you a couple of things, because YOU can only truly benefit from the [TOPIC] webinar you signed up for if you are well prepared for it.

So, here's my humble offering to get you one step closer to that:

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- You can start by reading some of my best posts on building your editorial calendar. Conveniently, I've included most of them in these master posts [here](#) and [here](#).
- You can also go ahead and download my FREE editorial calendar template. Don't worry if you're not sure how to fill it out yet. I'll go over it all in the webinar. [Just click here and follow the instructions to save your own copy](#).
- PLUS, if you aren't totally sick of me yet, I have an entire LIBRARY of free content you can check out. [All you have to do is click here to create your login and upgrade your clearance level](#).

Check these out before the webinar on [DATE] and you will be ready to blow it out of the park once we go live.

See you soon,

~Lacy

P.S: I will be sending few more reminder email before it starts... just so that you don't get any FOMO about missing the session, OK?

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**Email #3**

**SUBJ: 5 things you WON'T see on this webinar**

Hi {FIRST NAME},

Do you go to a lot of webinars? I used to, because I loved getting all that juicy, actionable information for free.

But more and more now, it seems like most webinars are like those cheesy infomercials late night cable shows put together to get us to

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buy more useless stuff (like a set of 20 knives that cut through tin cans and those weird things for shaving your feet skin...).

This is NOT going to be one of those webinars.

In fact, here are five things you will NOT see in this webinar:

1. I won't spend the first half hour talking about who I am and why you should listen to me (that's what these emails are for!).
2. I won't show you 200 pictures of me sitting by a pool in Jamaica sipping martinis (mostly because I've never been to Jamaica and I don't like martinis).
3. I won't promise you that I can teach you how to make six figures in sixty minutes, because that's just crazy.
4. I won't spend 5 minutes teaching and leave you with more questions than answers.
5. And I won't spend 45 minutes on a hard sell sales pitch. That just isn't my style. (I will mention how you can work with me if you like what I've got going on, but don't expect any used car salesman tactics.)

I actually *like* the model of teaching actionable stuff from a webinar to help you understand a new topic and get to know me better. (What can I say? I'm old school like that.)

So, now that I've told you what you won't see, here are five things that *will* happen in the 60 minutes we spend together:

1. I'll explain the 5 Ws of creating your editorial calendar
2. I'll walk you through exactly how to use my editorial calendar template

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3. I'll tell you how to use your blog to convert readers to subscribers and customers
4. I'll talk about the No. 1 problem I see most business owners make with their blog
5. And I'll answer your questions.

If this doesn't get you jump up and down with excitement, I don't know what will.... Oh I know - actually getting to experience all that goodness!

Be on the lookout for a few more emails from me before the webinar on [DATE].

See ya there!

~Lacy

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**Email #4:**

**SUBJ: The best free and LIVE event you'll see tomorrow!**

Dear {FIRST NAME},

It's here, it's here it IS HERE!

I am inviting you to check out the fun chit-chat and pearls of wisdom that I'll throw around like confetti on the webinar in about 12 hours from now.

Join here...

[LINK]

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I couldn't be more excited about this one:

- Because I'm a total word nerd and just love love LOVE talking dorky stuff like editorial calendars.
- Because I drank waaaaay too much coffee yesterday putting the final touches on this for ya.
- And because I get to hang out with you and Krista Martin for an hour or so! SOUNDS LIKE A PARTY TO ME!

(What? I told you I'm kind of a dork...)

You can join us LIVE in about 24 hours at [TIME] at the link below...don't be late! [LINK]

See ya!

~Lacy

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## Email #5

**SUBJ: Grab your coffee, distract your kids. It all starts in an hour.**

{FIRST NAME}-

60 minutes to go for the webinar where I am not only giving you some of my best tips on blogging and editorial calendars but also showing you:

- The biggest mistakes most business owners make when it comes to blogging
- The super important steps many other blogging "gurus" neglect to mention

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- My easy recipe for business blogging success.

In other words? You don't want to miss it!

Click below to join live:

[LINK]

See ya in a bit,

~Lacy

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## Email #6

**15 MINS BEFORE WEBINAR - No swipe copy for this one - keep it short and sweet.**

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## Email #7

**SUBJ: Did you SEE THIS? (The replay train is leaving the station.)**

Dearest {FIRST NAME},

Ahhh... The editorial calendar webinar is over and I think it was a SMASHING good time.

(Sorry, sometimes I seem to come over all British... Pip pip. Carry on.)

This is a courtesy note to let you know that things are soon going to become very bleak when you click the link below and get a weird 404 error message..

Why?

Because in 24 hours, the replay is going away... Forever...

The good news is, you can catch the replay below for the next 24 hours:

[LINK]

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Go watch it and prepare to have your mind blown – in a good way!

Here are some highlights:

- I covered TONS of educational content and I think some fun stuff, too.
- People had their mouth drop down to their knees and had AHA moments as big as the Titanic about where their blogging strategies were going awry.
- I went over my super awesome (and totally FREE) editorial calendar template to get you planning right away.
- I didn't face any tech gremlins... no loss of internet, the WiFi remained mostly sane and even the dog behaved...

Go watch it and get all the goodies before they are all gone!

[LINK]

Have a great day!

~Lacy

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## Email #8

{SUBJ:} **Blogstorm is on it's way up..**

Dear {FIRST NAME},

If you came to the webinar, THANK YOU! I was really pleased with how it went overall, and how many of you came and listened and participated live.

Whether you were there live or not, you may remember I let you in on a little secret about my Blogstorm program:

1. It's getting a new name this summer.
2. It's getting a fancy new logo and whatnot.
3. *It's going waaaay up in price.*

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BUT! The secret is that you can get in NOW at the old price – and still get all the new stuff while I'm beta testing.

WUT WUT! (Sorry, I won't do that again...)

[LINK TO SALES PAGE]

The price is going up to \$399 in 2016, so if you're interested at all, I recommend getting in now and getting it at like 85% off! You'll get all the content upgrades as they're added, of course.

Let me know if you have any questions!

~Lacy

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