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MARKETING STRATEGIES REVEALED:

Basic Sales Funnel Emails

Sales Funnel Emails

When you are first starting out, you do not need a huge, complex sales funnel with dozens of emails and workflow sequences. Start simple, focus on moving quickly, and evolve your sales funnel over time.

All you need at first is one webinar and 6 emails.

In this guide, we'll walk you through an example of a launch schedule and foundational emails you need. We'll also provide templates you can modify and personalize for your launch.



The email sequence

In total these are the 6 emails you would need for a simple sales funnel.

1. Webinar invite email 1
2. Webinar invite email 2
3. Reminder email
4. Webinar replay email 1
5. Webinar replay email 2
6. Countdown email



What are these emails?

Webinar invite emails

The objective of these emails is to get people to watch your webinar. In these emails, it's important to make sure people feel that attending the webinar is worth their time. There are many ways to go about this, but ultimately, you want to position the webinar as the opportunity to get answers to all their problems.

Reminder emails

The objective of these emails is to remind webinar registrants about the webinar so they can attend on time. Most people register for a webinar and then completely forget about it unless reminded – that's normal!

You can choose to send 1 email reminder or 3 emails with different variations such as: 24-hour reminder, 1-hour reminder, 15-min reminder.

Webinar replay emails

The objective of these emails is to get people who missed the webinar to watch it again. You want to send the webinar replay to both those who attended the webinar and those who missed it.

Here is also where you would add your closing sales strategy just in case the receiver doesn't watch the replay at all, they would still have an opportunity to purchase. You can add the link to your sales page, write a sales letter, or invite them to a free consultative sales call with you.

Countdown email

The objective of these emails is to create a sense of urgency and "fear of missing out". Letting people know that they only have a few moments left to buy is a really effective way to generate sales.

Your countdown sequence is where you typically make half or more of your sales. You can add a large countdown timer in the email where people can see it. Make sure the call-to-action is weaved at various points throughout the email.

Your Launch Schedule

The five phases of your course launch

1. Inviting people to the webinar
2. Reminder emails to attend the webinar
3. "Opening the cart" i.e. making it possible for webinar attendees to purchase your course
4. Reminders to watch the webinar replay
5. "Closing the cart" i.e. reminding leads the opportunity to purchase your course is closing

Launch calendar

An easy way to organize your course launch timeline is to have a 8-12 day launch calendar. Below is a guideline of how you could launch your course with 6 emails. We recommend that you test your launch dates and timeline according to your audience responses (i.e. based on the email open rates, webinar show up rates, conversion, etc.).

TIP: If you can, try to time your launch with a major event or holiday that your target audience will experience. For example: Launching a fitness course during Spring when everyone wants to get fit for the Summer, or launching around the winter holidays so people can purchase the course as a gift and prepare for the new year.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
 <p>Invite 1</p>	 <p>Invite 2</p>	 <p>Reminder</p>  <p>Cart Open</p>	 <p>Replay 1</p>	
 <p>Replay 2</p>		 <p>Countdown</p>		 <p>Cart Close</p>

Email Templates

The following templates have been created using actual emails Neil's used in high performing campaigns. You may modify, adjust, and personalize as needed for your own launch.

Webinar Invite Email Template

The objective of these emails is to get people to watch your webinar. In these emails, it's important to make sure people feel like watching the webinar is worth their time. There are many ways to go about this, but ultimately, you want to position the webinar as the opportunity to get answers to all their problems. **Ensure your copy sparks curiosity and excitement.**

Recipients:

A small segment of your audience/ followers (e.g. only 15% of your email list) if this is your first test.

Subject line ideas:

- [Recipient's First Name], you're invited!
- You're invited! [Webinar name here]
- Live Webinar: How to [webinar outcome here]
- Soon - Learn to [webinar outcome here] live

EMAIL BODY OPTION 1:

Hey [First Name]!

A lot of people ask me about [topic of the content you're sharing]. I've been working with people on this for some time now, and decided to collect my thoughts on it.

I'm happy to share my lesson with you on how I was able to [desired outcome].

Join me in my free training, where I'll show you:

- [Key concept 1]
- [Key concept 2]
- [Key concept 3]

CALL TO ACTION:

Want all the details? "Watch the webinar here"

Optional: P.S. And here's how I helped [social proof story link]

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EMAIL BODY OPTION 2:

Hey [first name],

I get tons of questions and requests every day.

Some funny. Some serious. Some to say thanks. But by far the #1 request I get is...

"[Your name] - please, please, put on a webinar and show us how to [course outcome]!"

Well I've been thinking about it a lot, and I think it's time. So that's exactly what I've decided to do.

I'm putting on a webinar [link to webinar]!

I'm calling it: **[webinar title]**

[Click here to register for the webinar now]

I'd suggest you sign up to attend this webinar if you want to:

1. [Main benefit or outcome 1]
2. [Main benefit or outcome 2]
3. [Main benefit or outcome 3]
4. [Main benefit or outcome 4]
5. [Main benefit or outcome 5]

CALL TO ACTION:

I'm going to be sharing a lot of awesome content on this webinar. I want to help you get results quickly and easily.

All you need to do is [click here to register].

On the page, you'll see a simple registration form. Just submit your best email address and I'll send you all the details of the webinar.

Reminder Emails Template

The objective of these emails is to remind webinar registrants about the webinar so they can attend on time. You can choose to send 1 email reminder or 3 emails with different variations such as: 24-hour reminder, 1-hour reminder, 15-min reminder.

Recipients:

People who registered for the webinar

Subject line ideas:

- Reminder: 24 hours until [title of your webinar]

EMAIL BODY:

Hi [name],

You're receiving this reminder email because you're register for:

[title of webinar] on [date and time of webinar]

[join webinar link]

The upcoming session is set to start in 24 hours. Look forward to learning more about:

- [Key concept 1]
- [Key concept 2]
- [Key concept 3]

CALL TO ACTION:

Here is your link to join the webinar:

[join webinar link]

Replay Emails Template

The objective of these emails is to get people who missed the webinar to watch it again. Here is also where you would **add your closing sales strategy** just in case the receiver doesn't watch the replay at all.

Recipients:

Whoever received webinar invitation emails

Subject line ideas:

- Replay: [webinar title]-or- Did you miss [webinar title]?

EMAIL BODY:

Hi [name],

Thanks again for joining me on the "[webinar title]" training, I hope you learned a lot!

If you missed the webinar, that's alright, because we have the replay ready for you:

[link to webinar replay]

In the webinar, I answered some of the toughest questions about [common pain points of your target audience].

1. [QUESTION #1]?
[answer summary here]
2. [QUESTION #2]?
[answer summary here]
3. [QUESTION #3]?
[answer summary here]

CALL TO ACTION:

Watch the webinar to get a full breakdown of my answers:
[link to webinar replay page]

P.S. In the training, I offered people a chance to get on a free consultation call with me. I don't want you to miss out, so I'll offer it to you too! Simply apply now with your email [link to survey or booking calendar].

-OR-

In my course [course title], I'll dive deeper into showing you the step-by-step method of how I [desired outcome]. You can check out more details about that here [link to course sales page].

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EMAIL BODY OPTION 2:

Hey [name],

Wow, what a great turn out for the webinar!

There were so many people from all over the world. We were close to maxing out the attendee limit for the [webinar title] training.

Now, because time is of the essence I wanted to send you a quick email to remind you that you can get all the details on the limited time offer I made in the training here:

[link to webinar replay page]

I don't know how long I'm going to leave this up, so you better move fast or risk getting locked out.

Like I mentioned in the training, I'm limiting the number of people who can get access to my proven [product or training name].

CALL TO ACTION:

That's why, if I were you, I'd click the link below right now and see if the offer is still available:

[link to webinar replay page]

Countdown Emails Template

The objective of these emails is to create a sense of urgency and “fear of missing out.” Letting people know that they only have a few moments left to buy is a really effective way to generate sales. Your countdown sequence is where you typically make half or more of your sales. You can add a large countdown timer in the email where people can see it. Make sure the call-to-action is weaved at various points throughout the email.

Recipients:

Whoever received webinar invitation emails

Subject line ideas:

- [Time] left! Your last chance to [desired outcome]

EMAIL BODY:

Hi [name],

Just a quick last-second note... Registration for the [course title] is closing down tonight at [time with timezone].



(You can create a free countdown timer [here](#))

[course title] is a program where we work on your [main course benefit #1, main course benefit #2, main course benefit #3]

And we’ve built a [product USP] at a very affordable price to [main benefit].

[Click here to get \[course title\] before the cart closes.](#)

You’ll get:

- [Highlight 2 or main benefits of the course]
- [How long is the course]
- [What other bonuses or offers they will get]

Note: Next time we offer the [course title], it will be for a much higher price point.

If you have further questions, just email us back and we will handle that for you. If we can’t explain everything by email, [we can schedule a quick 15 minute call](#) to address your questions.

If you want a spot reserved, let us know, we are here to help :)

CALL TO ACTION:

If you are on the fence, this is your chance. It closes tonight. [Click here to register.](#)

P.S. I truly believe this will add a lot of value to [desired outcome] over the next [time to results]. Click on the link to find out how: [Click here for \[course title\]\[and get all the benefits\]](#)

Remember: Registration closes in just a few hours ;)