

LilachBullock

Discover • Learn • Grow



Discover.Learn.Grow

POST-WEEKLY MOMENT FOLLOW UP EMAIL TEMPLATES

www.lilachbullock.com

How to use these templates:

- The first two emails below go to people who did attend, the second two go to people who booked but did not show.
- We recommend that the emails come from the presenter to keep the personal touch, however your prospector can send it on the presenter's behalf.
- Some of the emails link to a recording hosted on a landing page which is a shortened version with links to additional resources such as swipe files.
- Please note: this an advanced way of doing this and a simple link to the recording which you upload to your Facebook group or that you share as a private video on YouTube is perfectly fine to start off. The reason for the shorter video and dedicated landing page is that they become a VSL Funnels (video Sales Letter). These landing pages then become assets that can be sent to prospects as free trainings to warm them up.

Once you have done this for 3-4 weeks, you will have a ton of great gifts to keep giving to

- your audiences as well as adding into your Long Term Warming Up email sequence. Email #2 in both cases should only be sent if you do not get a response from email #1.
- Email #2 purposely does not have a strategy session call to action as its about getting them responding, once they do you can then spark an email conversation and then invite for a Strategy Session. You may be able to bi-pass a Discovery Call this way by asking some of your key qualifying questions via the email correspondence.

Make sure you reply to the first emails when you send the follow up email #2, this way the email chain

- will stay as one so the potential client can read both emails on the one trail. As always when you get responses from these emails update your CRM with new information and you may need to find and remove dead leads.

POST-EVENT EMAIL #1 TO ATTENDEES

Email Title:

Great to see you at the Marketing Round Table

Email Body:

Hi {First Name}

Great to see you at the Marketing Round Table today.

I hope my presentation was of interest and I wanted to forward the additional resources such as the 'ideal income planner' over to you as promised.

As a recap I thought I would forward a shortened version of the training to you so you can recap at your leisure.

CLICK HERE to access the 'Double your income and work half the time presentation'

If you would like to book in an one2one to discuss how this and other marketing tactics could apply to you then feel free to book a strategy session directly with me below:

BOOK STRATEGY SESSION

All the best,

Lilach

POST-EVENT EMAIL #2 TO ATTENDEES

**only send if you receive no response from email #1*

Email Title:

Checking in

Email Body:

Hi {First Name}

I just wanted to check in to say hi and to see what you thought of the Marketing Round Table last Wednesday?

I would be delighted to hear your reflections and how some of the ideas might apply to your business?

p.s. - link to the recording and resources from the session is here:

Double your income and work half the time

All the best,

Lilach

POST-EVENT EMAIL #1 TO NON-ATTENDEES

Email Title:

Sorry we missed you

Email Body:

Hi {First Name}

We had an amazing Marketing Round Table today and I was sorry to not see you. I totally understand plans change so I created a shortened version of the training for you as well as links to the additional resources such as the 'ideal income planner' so you can recap at your leisure.

[CLICK HERE](#) to access the 'Double your income and work half the time presentation'

If you would like to book in a one2one to discuss how this and other marketing tactics could apply to you then feel free to book a strategy session directly with me below:

[BOOK STRATEGY SESSION](#)

Have a great day

Lilach

POST-EVENT EMAIL #2 TO ATTENDEES

Email Title:

Checking in

Email Body:

Hi {First Name}

I just wanted to check in to say hi and to see what you thought of the 'Double your income and work half the time' recording I sent over last Wednesday?

I would be delighted to hear your reflections and how some of the ideas might apply to your business?

p.s. - link to the recording and resources from the session is here: Double your income and work half the time

All the best,

Lilach