



## Webinar email

Creating a good webinar is only half the story, the follow up is the other. Its no coincidence that one of the most comment use phases in digital marketing goes along the following lines:

“The fortune is in the follow up”

So if you are looking to add to your fortune, then I hope the following is a nice templated road map for your email follow up.

Just before you read on, please note that the primary goal of the below email sequence as well as its accompanying webinar is to book strategy's sessions, the secondary goal is to get them into a Facebook community.

By knowing your primary and secondary goals makes these emails easy to amend. – enjoy.

## Sent immediately after finish.

Hey {Username},

Just a quick note to say thanks for attending the {Webinar Title with Host Name} today. If you have any questions, feel free to reply to this email at any time :)

I have attached the link to the Strategy Session booking.

Just use the link below and book the part 1 call, were we get a bit more information from you and then {I or Prospectors Name} will find a convenient time in both our diaries for our Strategy Call:

BOOK CALL

Lilach

**p.s. Don't forget to join the Magnificent Marketing & Mindset Group on Facebook**



## 1 Day After the Webinar

SPECIAL INVITE

Hi {Username},

I hope you enjoyed yesterday's webinar; I know I had a blast.

As promised, I wanted to send you the recording for you to reference back.

>> Recording Link <<

I hope you grabbed plenty of 'takeaways' including:

Webinar highlight 1

Webinar highlight 2

Webinar highlight 3

If you wanted to know how this can all be applied to you, then let's jump on a Strategy Session.

In the session, we look at where you are now and how through implementing the elements discussed in the webinar you can reach {add big goal}.

Feel free to use the link below and book the part 1 call.

In part 1 (takes only 10 mins), we get some important information from you which will enhance the main Strategy session with me (part 2) and then {I or Prospectors Name} will find a convenient time in both our diaries for our main Strategy Call.

But don't hang around, we only have a limited number of slots left now and will be closing off the strategy call booking availability on the next 24 hrs.

BOOK CALL

Kind Regards,

Lilach

p.s. Don't forget to join the Magnificent Marketing & Mindset Group on Facebook



## 2 Days After the Webinar

Hi {Username},

I feel that we should hang out more!

So I've decided to send you a bundle of all my best resources and in exchange (only if you find them of value) I would love it if you gave them a nice comment under the post they are linked from.

I call it my 'Aladdin Chest Post' and it has links to all the following resources:

*These resources can be any kind of content but listed and not linked), including:*

*Blogs*

*Whitepapers*

*Podcasts*

*Original research*

*A free tool*

*Anything!*

The post is in my facebook group called \_\_\_\_\_ and if you are not yet a member just apply to join and then when we accept you (which we will do as fast as possible), then click on this link again and it will take you to all the awesome resources.

If you are in the group it also means we can hang out more, so that will be cool.

**P.S. Don't forget to book a Strategy Session so we can talk 1:1 on how to scale your business.**

**P.P.S If you are even remotely interested in unearthing the well of potential in your business, then I would suggest you book your session now!**

Once again, all the very best,

Lilach

p.s. Don't forget to join the Magnificent Marketing & Mindset Group on Facebook

[www.lilachbullock.com](http://www.lilachbullock.com)