

“Why our email list says yes to our webinars (hint: it’s more than just email)” Worksheet

Complete this worksheet (and read and understand the resources) to give you everything you need to increase your webinar registrations with your email list.

1. Send a personal email to your list

Write the subject line for your email

Write the body for your email

Write a second subject line to a/b test against the one you wrote above

2. Send a second, segmented email based on each leads activity with the first email

Make a 'second invite' email to send out to people who: "did not open" and "opened but did not click".

Write the subject line for your 'second invite' email

Write the body for your 'second invite' email

Make a 'thank you' email to send out to people who registered.

Write the subject line for your 'thank you' email

Write the body for your 'thank you' email

Make a 30-minute reminder email to your registered segment.

Write the subject line for your '30-minute reminder' email

Write the body for your '30-minute reminder' email

3. Use Facebook Custom Audience Ads to reach leads who missed your emails in their inbox

Make a “Did not open” Facebook Ad:

Write the headline for your ad

Write the body text for your ad

Make an “Opened but didn’t register” Facebook Ad:

Write the headline for your ad

Write the body text for your ad
