



welcome

E-MAIL SEQUENCE/SALES FUNNEL

for your webinar



Penny Comins
ENTREPRENEUR COACH

Welcome E-mail Sequence

Example Sequence:

Email #1: When they register

Email #2: Two days before call

Email #3: One day before

Email #4: Morning of

Email #5: Hour before

Email #6: 15 minutes before (optional)

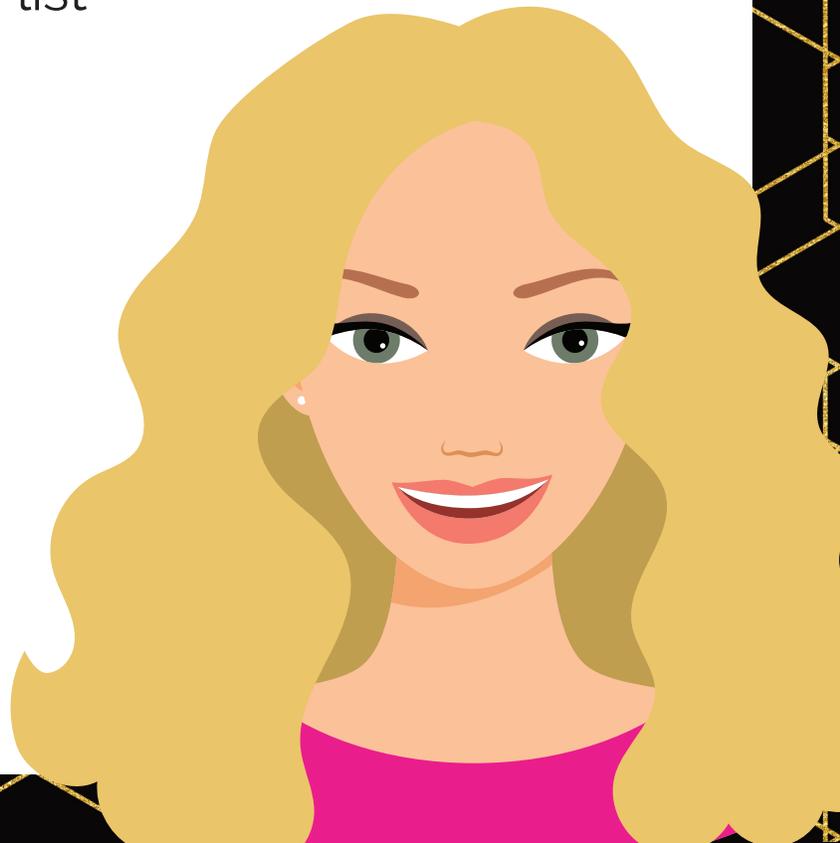
Email #7: Replay after call + sales + mention bonus again

Email #8: Sales email

Email #9: Sales email (optional)

Email #10: Sales email (optional)

Then on to your newsletter list



Welcome E-mail Sequence

Email 1

swipe file

Hi [Name],

Woo hoo! You're in and all signed up for the upcoming [insert Webinar name].

To confirm, here are the details for the class:

[insert date and time]

If you need help with time zone conversion, you can easily do that here and find your local time. [insert world time calculator link]

And here's the link to the call: [link to call]

As the saying goes, "it's not real until it's scheduled", so make sure you write down the day/time for your class right now and keep that link handy.

I'll be in touch with more details and reminders as we get closer to this training.

See you soon,

[Signature]

P.S. Help a friend create her life that's better than her dreams. Invite her to join us for this exclusive webinar. Click here to share with her now.

Welcome E-mail Sequence

Email 2

swipe file

Hi [Name],

When I started my coaching business I was full of big dreams and even bigger plans.

[Insert your struggle when you started, a relatable story that motivates your ideal client]

I'm sure you know exactly what I'm talking about. I was committed to making my dream happen, but I was stuck.

The reason?

I didn't know how to [insert what your webinar solves for them].

[Insert their struggles and how they will learn to overcome/fix these through your teachings in the webinar]

The [webinar name] taking place this coming [date] will be exactly what you need.

You'll definitely want to show up live so you can get unstuck and learn how to [insert problem you're solving for them]

I'll be sharing with you how I went from [struggle to solving the problem they have and the results you have had].

Here are the call details:

[insert date and time]

If you're not sure about what time that is for you, use this tool to convert it to your local time. [insert world time calculator link]

And so you're all set for the webinar, here's the link to join us when we go live: [link to call]

I can't wait to see you then!

[Signature]

P.S. Invite a friend to join us for the [insert webinar name] now by sending her this link: [landing page link]

Welcome E-mail Sequence

Email 3

swipe file

Hi [Name],

Over the last year, I've had the opportunity to work with some truly [insert your clients].

Helping each of these [insert client] build their something big has been nothing short of a honour.

Nearly everyone of them has something in common aside from being willing to take action and go after their dreams: [insert what your webinar solves]

[insert client testimonials]

The call is [insert date and time], and you'll get to hear [what your webinar solves]!

So take a second now to make sure you've got this time blocked out tomorrow because this webinar is going to be amazing.

I've also created a [webinar name] workbook for you to print before the Live training. In this workbook you'll find some questions to help you get prepared for the call and then everything you need to follow along when we're live.

Download your copy of the workbook now [insert link to pdf]

Get ready for [insert what the webinar solves]. It all starts with this webinar!

[Signature]

P.S. Here's the link to join us when we go live tomorrow: [insert call link]

Welcome E-mail Sequence

Email 4

swipe file

Hi [Name],

I'm putting the finishing touches on today's [insert webinar name] right now and we'll be getting started in just about an hour's time!

During today's live training you'll learn the exact steps [insert what they will learn on your training].

[Paint a picture of what they will feel/get/be after the training] That reason alone is why you'll want to show up live so you can get the most out of this webinar!

Here are the details for today's webinar:

[insert date and time]

(Not sure about your time zone? You can quickly convert it here.)
[insert world time calculator link]

And you can get a copy of the webinar workbook here:
[insert link to pdf]

Remember to use the info below to join us when we go live:
[insert the link to the call and any other options to dial in -
phone/online/listen only]

I'll see you shortly!

[Signature]

Welcome E-mail Sequence

Email 5

swipe file

Hi [Name],

The [name of webinar] will kick off in about an hour!

If you've ever felt [insert their pain], you'll want to join us. You can log-in using the link below:

[insert call link]

We'll get started at: [insert start time]

You can also call in if that works better for you...

[insert the link to the call and any other options to dial in - phone/online/
listen only]

[Signature]

Welcome E-mail Sequence

Email 6

swipe file

Hi [Name],

The [insert webinar name] is ready to go live in a couple minutes! I'm so excited to see you there!

This class is going to be amazing. I'll be sharing my story and strategies to help you [insert their pain].

Log-in right now using the link below to join.
[insert call link]

Remember, the class starts at TODAY at: [insert time].

You can also call in if that works better for you...
[insert the link to the call and any other options to dial in - phone/online/
listen only]

[Signature]

P.S. Remember to be on LIVE to get the most from this training!

Welcome E-mail Sequence

Email 7

swipe file

Hi [Name]

We just wrapped the [insert webinar name] and the feedback we received live on the call was nothing short of amazing.

[insert image of feedback]

Which is why I wanted to share the limited time replay with you as soon as possible. You can access the replay now - but only for [insert limited time to watch replay]:

[insert link to replay]

I know things are busy, but taking the time to listen this replay will be time well-spent. You'll learn my [insert what they learnt]

During the webinar, I shared an invitation to [insert offer], as it will give you exactly what you need to [solve their problem].

That's what's possible for you, [Name].

If you feel called to create an extraordinary life and business, now's the time to take action. [Insert your offer and urgency factor].

Will you join us? You can get the details on [your offer] now.

Here's what's included:
[insert details of your offer]

Stop putting your dreams on hold. Say yes to your dreams. Say yes to yourself.

Lots of love,

[Signature]

P.S. [Motivating quote for them to take action]

Welcome E-mail Sequence

Email 8

swipe file

Hi [Name],

Picture this...It's [insert time period of your offer] from now, and your business has taken off.

You're [insert their dream outcome]. This is the life that's available to you RIGHT NOW, [Name] with my [insert your offer].

[insert your story of success]

Just a reminder too, the [insert name of webinar] replay goes away [insert time], and it will give you just a taste of what we'll cover in [insert your offer].

You can get the replay here: [link to webinar]

But just so you know, the doors to [insert your offer] are closing in [time left] so there's no time to hesitate. So if you're ready to...[insert details of your offer] This is for you!

Click to sign up [insert link]

The [your clients] in [insert your offer] who already signed up are [insert their results from taking action]. I'm not surprised because my clients get BIG results!

So no more waiting around! It's time to take life by the reins and move forward with your dreams - FINALLY! [insert your reassurance]

Click to sign up [insert link to buy] Can't wait to see you [insert your offer], [Name]

Lots of love,
[Signature]

P.S. [insert motivating quote to get them to take action]

Welcome E-mail Sequence

Email 9

swipe file

Hi [Name].

[Insert your story of taking the leap and the resulting success you had from taking the action that they need to take]

And guess what, [Name], if I can do it, you can too.

So even if you've waited until today to register for [insert your offer], it's still the perfect time!

The program starts [insert time] so get in now!
[insert link to buy]

Can't wait to celebrate your success!

[Signature]

P.S. Did you miss the messages from your IHC sisters who have already registered? They're amazing! Here's what they have to say if you're on the fence...

Welcome E-mail Sequence

Email 10

swipe file

Hi [Name],

Yesterday we closed [insert offer], but we had a number of emails this morning from people like you that were offline this weekend.

For that reason, we wanted to give you a final chance to join us for [insert offer].

(After all, I firmly believe we build our businesses so we can actually enjoy our lives so you shouldn't be penalized for [insert excuse!])

Now is the time to begin [insert their dream].

[Add urgency factor]

With that, you owe it to yourself to act now and stop putting your dreams on hold and stop waiting!

See you in [insert your offer], [Name]!

[Signature]

Welcome E-mail Sequence

Example Email 1

Action taking Jane,

Woo hoo! You're in and all signed up for the upcoming SUPER Sales webinar.

To confirm, here are the details for the class:

Sunday December 11th at 12pm PST, 8pm GMT, 12pm CST and 9am Monday 12th NZST

If you need help with time zone conversion, you can easily do that here and find your local time. <http://www.worldtimebuddy.com/>

And here's the link to the call: <https://zoom.us/j/4751829962>

As the saying goes, "it's not real until it's scheduled", so make sure you write down the day/time for your training right now and keep that link handy.

I'll be in touch with more details and reminders as we get closer to this training.

See you soon,

Penny x

P.S. Help a friend stand for her worth and make money in her business, so she can join you on your dream days! Invite her to join us for this exclusive webinar. [Click here to share with her now.](#)

Create forward button

Welcome E-mail Sequence

Example

Email 2

Hi Jane,

When I started out in the coaching world I was really in to all the tech parts and understanding 'who' I wanted to work with. I was rock solid that I wanted to make an impact and empower other woman.

It shocked me that other woman out there had all these amazing websites and offerings yet were client-less. It broke my heart to hear story after story about how they wanted to serve others yet weren't getting clients into their business.

Or worse still, were getting interest from prospective clients, yet weren't getting them to the paid client stage. A very important stage!

And then the cyclical confidence spiral that happens when someone says no starts. You doubt if anyone wants to work with you, if you are doing the right thing, why isn't it working for me and on and on it goes.

I'm sure you know exactly what I'm talking about Jane. I could see (heck, even feel!) that these women were committed to making their dreams happen, but they were stuck.

The reason?

They didn't know how to sell.

When you start out, you're ready to go big, but for many woman out there, they never learn what it takes to take someone from potential to paying.

And if there's one thing I've realized in the last 15 years, is that there's an art to selling. And not everyone is born with it. Yet, it is teachable.

If you've ever felt...

lcky about selling

Like you don't know what to say to would-be clients

Stuck at how to even package your services or offer to get your ideal clients to run and get their credit cards

...the SUPER Sales webinar taking place this coming Sunday December 11th will be exactly what you need.

Welcome E-mail Sequence

Example Email 2 (continued)

You'll definitely want to show up live so you can get unstuck and learn how to sell out your programs!

I'll be sharing with you my 15 years of must-have money making secrets so you can sell authentically; without the nerves.

Here are the call details:

Sunday December 11th at 12pm PST, 8pm GMT, 12pm CST and 9am Monday 12th NZST

If you're not sure about what time that is for you, use this tool to convert it to your local time. <http://www.worldtimebuddy.com/>

And so you're all set for the webinar, here's the link to join us when we go live:

<https://zoom.us/j/4751829962>

I can't wait to see you then!

Penny x

P.S. Invite a friend to join us for the SUPER Sales training now by sending her this link:

P.P.S On this call, you'll also hear from one of my rockstar clients who will be sharing their sales tips with you.

[video of Emma]

Welcome E-mail Sequence

Example Email 3

Hi Action Taking Jane,

During 2016, I've had the opportunity to work with some truly extraordinary women.
[photo]

Helping each of these women build their something big has been nothing short of a honour.

Nearly everyone of them has something in common aside from being willing to take action and go after their dreams: a fear of coming across too salesy on discovery calls.

Having been in sales, marketing, management and a journalist all my adult life it was easy to give them steps and tangible examples to realise that sales isn't icky and is actually empowering; for both you and the potential client.

On tomorrow's live training, you'll get the insights on how to make this transformation and an exclusive interview with one of my current clients on how she has turned her business around through the power of sales.

Awesome!

The call is Sunday December 11th at 12pm PST, 8pm GMT, 12pm CST and 9am Monday 12th NZST, and you'll get to hear their top sales tips!

So take a second now to make sure you've got this time blocked out tomorrow because this webinar is going to be amazing.

I've also created a SUPER Sales workbook for you to print before the training. In this workbook you'll find some questions to help you get prepared for the call and then everything you need to follow along when we're live.

[insert link to workbook]

Get ready for your sales to start rolling in. It all starts with this webinar!

Penny x

P.S. Here's the link to join us when we go live tomorrow:

<https://zoom.us/j/4751829962>

Welcome E-mail Sequence

Example Email 4

Hi Jane,

I'm putting the finishing touches on today's SUPER Sales webinar right now and we'll be getting started in just a few hour's time!

During today's class you'll learn the exact steps I have taken over the past 15 years to sell over \$30million dollars in my corporate career and how I use this in my own business to help my clients double their income in as quick as 4 weeks!

Imagine that instead of fumbling through your next sales conversation with a dream client, you're confident and completely nail it so they're dying to work with you and say YES right there on the phone! That reason alone is why you'll want to show up live so you can get the most out of this webinar!

Here are the details for today's webinar:

Sunday December 11th at 12pm PST, 8pm GMT, 12pm CST and 9am Monday 12th NZST

(Not sure about your time zone? You can quickly convert it here.)

<http://www.worldtimebuddy.com/>

And you can get a copy of the webinar workbook here:

[insert link]

Remember to use the info below to join us when we go live:

To watch online:

<https://zoom.us/j/4751829962>

You will need to jump on 10mins before if you haven't used Zoom before.

I'll see you shortly!

Penny x

Welcome E-mail Sequence

Example Email 5

Hi Action Taking Jane,

The SUPER Sales webinar will kick off in about an hour!

If you've ever felt too salesy, pushy or simply lacking in confidence, you'll want to join us. You can log-in using the link below:

<https://zoom.us/j/4751829962>

We'll get started at: 12pm PST, 8pm GMT, 12pm CST and 9am NZST

I can't wait!

Penny x

P.S. On this call, you'll also hear from one of my rockstar clients who will be sharing her sales tips with you.

[graphic]

Welcome E-mail Sequence

Example Email 6

Hi Jane,

The SUPER Sales Calls to Clients webinar is ready to go live in a couple minutes!
I'm so excited to see you there!

This class is going to be amazing. I'll be sharing my story and strategies to help you sell out your offers.

And you'll get to hear from my clients Emma.

Awesome!

The truth is - selling doesn't have to be so hard! This webinar will help you learn to sell like a pro and do it in a way that's authentic.

Log-in right now using the link below to join us.

<https://zoom.us/j/4751829962>

Remember, the class starts at NOW at: 12pm PST, 8pm GMT, 12pm CST and 9am NZST.

Eek - here we go!

Penny x

P.S. Remember to be on LIVE to get the most from this training!

Welcome E-mail Sequence

Example Email 7

Hi Action taking Jane,

We just wrapped the SUPER Sales webinar and the feedback we received live on the call was nothing short of amazing.

[image of feedback]

Which is why I wanted to share the limited time replay with you as soon as possible. You can access the replay now - but only for 48 hours:

[[link to replay]

I know things are busy, but taking the time to listen this replay will be time well-spent. You'll learn my "SUPER steps of Sales that convert Calls to Clients" that are going to help you kick the nerves to the curb and get those clients to roll right in...

And you'll also hear the #1 sales tip from one of my rock star clients, you won't want to miss it!

During the webinar, I shared an invitation to join my Sales Superhero Program, as it will give you exactly what you need to go from struggling with sales to selling them out. Imagine your business being a smashing success because you can sell with ease and grace - plus...and you have exactly what you need to make your something big a reality.

That's what's possible for you, Jane.

If you feel called to create an extraordinary life and business, now's the time to take action. My Sales Superhero Program with the extra 2 Hour Business VIP Intensive session is only available until December 15.

Will you join me? You can get the details on Sales Superhero now.

Here's what's included:

- 60 days of full email support
- 8 one-on-one sessions via Skype for 45 minutes
- Tailored resources for you to use within your business and life. These include modules, templates, research, video and audio.
- iContacts access to my personal experts, industry leaders and media contacts

Welcome E-mail Sequence

Example Email 7 (continued)

What you can expect working with me -

- The exact steps I have used to work with clients
- The systems I use to simplify the running of my business so I do get to run on the trails in the sun
- Clarity on your clients and who really excites you
- Recognise and act on buying signals
- Technical practise so your sales patter is second nature to you
- Developing a success mindset and removing blocks that are holding you back
- Talk about your packages and prices without your clients cringing

Stop putting your dreams on hold. Say yes to your dreams. Say yes to yourself.

And it all starts with rockin' your sales through my Sales Superhero Program.

[Buy now button]

I'll see you before December 15 Jane.

Lots of love,

Penny x

P.S. Think about where you want to be in two, five, or even ten years. Is it living the life you're living now? If not, take a step towards the life and business of your dreams by registering here.

[Buy now button]

Welcome E-mail Sequence

Example Email 8

Hi Action taker Jane,

Picture this...

It's 60 days from now, and your business has taken off.

You're fully booked, bringing in more money than ever before. You wake up in the morning, feeling excited to talk to the world's BEST clients, and you've let go of the career shame you get when people ask "how it's going".

In your personal life, you're planning trips that you never thought you'd be able to take, are actually allowing yourself to have that glass of wine at dinner without looking at the price, and maybe just maybe, are about to buy your dream house.

This is the life that's available to you RIGHT NOW, Jane with my Sales Superhero program.

Just a reminder too, the SUPER Sales webinar replay goes away tomorrow, and it will give you just a taste of what we'll cover in my Sales Superhero one-on-one program.

You can get the replay here:
[link to webinar]

But just so you know, the doors to my Sales Superhero one-on-one program are closing in a few hours so there's no time to hesitate.

So if you're ready to...

- Sell your products or services confidently
- Have packages that create greater wealth for you
- Have clients that you love working with everyday
- Be able to sell your products or services in a way that gives you more freedom in your biz and life
- Feel proud of your growing wealth
- Know that what you have to sell changes peoples lives
- Remove the nerves when asking for payment
- Support, motivation and sometimes a big stick to keep you taking action to move forward in your business

This is for you!

[Buy now button]

Welcome E-mail Sequence

Example Email 8 (continued)

The women in this program who already signed up are already making leaps and bounds worth of progress - and are enjoying buying gifts for loved ones with ease.

I'm not surprised because my clients get BIG results!

Just take a look below at my previous clients...

[Two Testimonials pictures]

That could be you, Jane.

So no more waiting around! It's time to take life by the reins and move forward with your dreams - FINALLY!

I've got you covered in terms of your mindset AND authentic sales techniques that bring money in to your business in my signature 60 day program Sales Superhero so don't hesitate.

Click to sign up

Can't wait to see you in the program, Jane, and speak to you today!

Lots of love,

Penny x

P.S. As my coach says - 'There are clients out there waiting for you to get it together and live your dreams so they can live theirs!' Don't hesitate any longer! Click here to register now. [insert buy now link]

P.P.S. Don't forget the 2 hour VIP Business Intensive Bonus when you sign up today!

Book a call now with me

[Buy now button]

Welcome E-mail Sequence

Example Email 9

Hi Jane,

Yesterday I closed registration for my Sales Superhero one-on-one program, but I had a number of emails this morning from people like you that were busy with Christmas Parties this week.

For that reason, I wanted to give you a final chance to join me for my Sales Superhero one-on-one program which starts TODAY!

(After all, I firmly believe we build our businesses so we can actually enjoy our lives so you shouldn't be penalized for having fun over the festive period!)

Now is the time to bring money in to your dream business and create the life you've always wanted.

And I'll be honest - when I get back from skiing in Canada the price of the Sales Superhero program is going up to \$2,497. Why? Because I like to give my one-on-one clients pure unadulterated love and if I take on too many of you then the Penergy (my signature energy) is diluted and that is not fair to you all.

With that, you owe it to yourself to act now and stop putting your dreams on hold and stop waiting!

See you in the program, Jane!

Penny x

P.S. Think about where you want to be in two, five, or even ten years. Is it living the life you're living now? If not, take a step towards the life and business of your dreams by registering here.

[Buy now button]



GOOD
manners
NEVER GO
OUT OF
style

- Penny Elliott