

## **Pre-Event Pump-Up Sequence**

### **Purpose:**

This sequence is responsible for doing the heavy lifting when it comes to reminding and getting your registrants excited and “pumped up” to attend the event. Being top of mind and giving a gentle nudge during your promotional period is super important and contributes a lot to “show rate”.

### **Timeframe:**

We recommend that you give yourself a minimum of 30 days to promote your live events. But it’s important to note that depending on what email system you are running, you’ll need to make sure that if someone joins or registers for your event at day x, they receive the reminders and pumps up from that day onwards, not the ones prior.

*Eg. If they registered at day 14 of your 30-day promotional period they would receive the “thank you” email and then receive the next email in the sequence. If you sent out a pump up email at day 10 of 30, then this person would not receive it (which is good as you don’t want to smash them with too many emails).*

### **Emails type and frequency.**

1. Thank you and add to calendar (upon registration)
2. Reminder emails to attend the event. x 4  
(1 week, 1 day, 1 hour, 10 mins)
3. Pump up emails x 3 sent out weekly in the lead-up to the event.

## **Links and strange custom values...**

These have been taken straight from our done for your digital event in a box program. As you'll see in the emails, we try and save our clients as much time as possible by pre-populating common fields and making it super quick and easy to get events up and running. Simply replace those custom links with your relevant links, or reach out for a chat if you'd like something like this added to your world.

## **Scripts/Templates:**

### **Thank you and Add to Calendar**

Hello {{contact.first\_name}},

I am super excited to have you at {{custom\_values.webinar\_name}}! We are glad you are joining us for this value-packed session! These are the topics I will be discussing:

(insert your topics here.)

Join us on {{ custom\_values.webinar\_date }}

(insert calendar links here)

Here's what's going to happen in the lead-up to the event:

### **NEXT STEPS**

Step 1: Keep an eye on your inbox in the lead-up to the event, I'll be sharing some prework, secret tips and tricks and other fun stuff.

Step 2: Feel free to share the event with your colleagues or connections if you think it adds value.

Step 3: Join our Facebook group here to hang out with us prior to the event and meet our amazing community.

## **Reminders:**

### **1 week out:**

Hi {{contact.first\_name}}, Super excited, there is one week to go!

{{custom\_values.webinar\_name}} session kicks off a week from now at {{ custom\_values.webinar\_time }} {{ custom\_values.webinar\_date }}

You won't want to miss this one! One of the cool things we will teach you is (insert one of your topics here)

We look forward to seeing you then at this link:

{{custom\_values.webinar\_link }}

Don't forget to add the event to your calendar!

(insert add to calendar links)

### **1 day out:**

It's tomorrow!

Hi {{contact.first\_name}},

There's just one day until {{custom\_values.webinar\_name}}!

If you're struggling with (insert the problem the face) and you'd like to get some real skills on how to fix it, I look forward to seeing you at the event tomorrow!

If you haven't already, be sure to add it to your calendar.

See you soon :)

### **1 hour out:**

Hi {{contact.first\_name}},

{{custom\_values.webinar\_name}} starts in just one hour!

It's going to be super engaging and interactive. I have some cool stuff prepared for you!

Here's the link to join us: [{{ custom\\_values.webinar\\_link }}]({{ custom_values.webinar_link }})

See you in an hour.

### **10 mins out:**

10-minute warning! All systems go!

Hi {{contact.first\_name}},

{{custom\_values.webinar\_name}} starts in 10 mins.

Grab your beverage of choice, put your phone on “do not disturb” and strap yourself in.

Here's the link to join us: [{{ custom\\_values.webinar\\_link }}](#)

See in a few minutes.

## **Pump up seq 1**

### **Unpacking something you're going to talk about at the event:**

Hey {{contact.first\_name}}, I'm super excited that you're going to be joining us on {{ custom\_values.webinar\_date }} to learn more about (insert your event focus here)

As a thank you for registering, I want to give you something prior to the event to think about. That way you can start implementing it, getting some results even before we hang out together.

(Insert the topic or thing you're going to teach. Keep it simple and straightforward forward and make sure it gives them a quick win!)

Hope that helps you and of course, if you have any questions or would like some extra help, simply reply to this email and I'll be there.

Keep an eye out for my next email sharing some of the resources we will be using at the event.

## **Pump up seq 2.**

### **Offering a sneak peek or access to the event resources:**

Hey {{contact.first\_name}}, I have to let you in on a little secret. Our upcoming event on {{ custom\_values.webinar\_date }} is NOT going to be a pitch or sales fest. We are actually going to teach you some super cool stuff.

I wanted to send you over a sneak peek of the resources we will be providing you and let you get a head start on the rest of the group.

(talk about the resource here, maybe it's a cheat sheet, a template, a workbook etc)

Click the link to access it, work through it and bring it to the event, as we will be going through this and a couple of other cool things.

(insert link or button to access the resources)

As always reply to this email if you have any questions or want to get some 1:1 support.

See you soon

### **Pump up seq 3.**

#### **Have you got any questions for me?**

Hey {{contact.first\_name}}, I am putting the finishing touches on our amazing event happening on {{ custom\_values.webinar\_date }}.

I wanted to check in and ask if you have any questions about the topics we are talking about.

I am committed to running value and education-packed events for my tribe and in order to make sure you're getting maximum value, I want to answer your questions as best I can.

Simply send your questions by replying to this email and I will be sure to add them to the session.

Can't wait to see you on {{ custom\_values.webinar\_date }}.

### **Summary:**

There are just templates or samples that you can use to make your own. It's super important that you're delivering as much value and excitement in the lead up to your event as possible and showing your registrants that this is not going to be just like every other event they have attended.

The other cool thing about all this is the opportunity to help them prior to the event. We have seen replies to pre event pump up emails that have then lead to the coach or consultant booking a call prior to the event and closing them as a client. Simply because the prospect was so engaged with the pre event content and the genuine support and value.

### **Where to from here?**

If you'd like to watch our free 36 minute training about harnessing the power of digital events and all the pieces of the puzzle you need to make

that happen.. Feel free to check that out [here](#) or send me a message and we can have a chat.