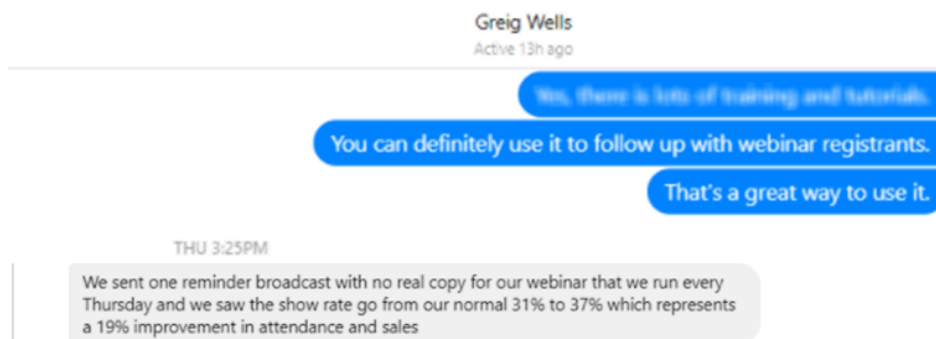


Marketing Lab

Workshop: How to Use Connect 365 to Boost Webinar Attendance, Engagement and Sales

Part I Scripts:

Pre-Webinar Attendance Examples



Note: With the timing of messaging 24 hours and morning of...we recommend this type of webinar show-up emails to be sent as a 'Scheduled' Campaign.

SUBJ: Are we still on, {firstname}?

Hi {firstname} - we're meeting in just about 24 hours (10 am central, 7/22) for the Advanced LinkedIn Masterclass. And I just wanted to reach out here personally to make sure you had everything you needed.

You can join the call by [clicking here!](#)

Be sure to show up early so that you can situated and review the agenda before we get started.

See you in a bit!

SIGNOFF

Example #2 (written from the perspective of another member of your team (not the presenter))

NOTE: You can certainly edit a similar topic to go out morning of your event from yourself if you are the host.

We use this to introduce the main point of contact or sales rep that will be in touch with the prospect post-webinar.

This could be constructed as a 'Sequential Campaign' or 'Scheduled Campaign' depending on how often you run webinars and you intend to add contacts to the campaign after your webinar ends.

SUBJ: I'll be in the chat during your call with HOST'S NAME (this afternoon)

Hi {firstname},

I wanted to reach out to let you know that I'll be joining HOST NAME on today's masterclass to answer any questions that you might have in the chat.

And to introduce myself, I'm the INSERT TITLE of YOUR COMPANY NAME and have been working closely with **HOST NAME INSERT RELEVANT PERIOD OF TIME**. Be sure to show up to the call today ready to rock and PLEASE do not be shy...

I'll be there to answer any and all questions you might have.

Here are the details to join the call again (better safe than sorry!):

- Masterclass Topic: **INSERT WORKSHOP TITLE**
- Date & Time: **ENTER INFO**
- Your Private Login Link (please do not share): **ADD INFO AS NECESSARY**

Be sure to hit reply and let me know if you plan on joining us today so I know how much space we have.

Hope to see you there!

SIGNOFF

Part II Scripts:

Post-Webinar Follow-up Examples

Note: We often look to find smaller segments of engaged prospects to deliver this campaign. We let our main autoresponder send out the more generic sequence...but have a more personal follow-up with Connect 365 go out in tandem to try and get more out of our more engaged leads.

Email #1 Example

SUBJ: Follow-up from yesterday's call

Hey {firstname},

Since the chat got a little crazy on yesterday's workshop (over X people on live!), I wanted to take a minute to personally follow-up with you and see if you had any questions we weren't able to answer on the call?

Or if there's any additional information I can share about PRODUCT/SERVICE NAME before you enroll?

Feel free to reach out to me personally here if there is anything I can do to help.

Just hit reply! :-)

Talk soon,

SIGNOFF

Email #1 Alternate Example (note if your follow-up will come from someone other than the host)

SUBJ: **HOST NAME** asked me to reach out to you {firstname}...

Hey {firstname},

HOST NAME and I were reviewing some of the folks that signed up for our Masterclass training this past week to see who would be the best fit for our private client program, and **you/{company}** stood out to us as a great fit.

Typically, we work with CEOs, entrepreneurs and marketing leaders who have been successfully growing past the startup phase, but are frustrated by their ability to scale their outbound lead generation past their current level.

Based on what I saw online, we have a number of clients in the same industry and I'd love to share some case studies if you'd be open to a quick chat sometime later this week?

If you are open to it, here's a link to my calendar where you can feel free to grab a 15-20 minute slot for us to discuss further:

LINK

Or if you don't see a time that works, feel free to reply here or give me a ring direct at the number in my signature.

Looking forward to chatting with you!

SIGNOFF

Email #2

SUBJ: [Case Study] How **CLIENT NAME ACHIEVED AWESOME OUTCOME** with **INSERT SHORT DESCRIPTOR OF WHAT THEY DID**

Hey {firstname},

I thought you might get some value out of a video our CEO, **NAME**, recently shot with a client of ours, **CLIENT NAME** who runs **INSERT BUSINESS TYPE**.

This is a great example of how **INSERT PROCESS INFORMATION/OUTCOME** (ie. 'how LinkedIn can be a one-stop shop for outbound sales development', 'how most enterprise organizations waste hundreds of thousands of dollars annually on unused (or underused)

technology solutions', or 'how mortgage brokers in our community have 3x'ed referral leads within the past x months').

Check it out here:

VIDEO LINK

CLIENT NAME shares some specifics on the exact strategy his team implemented, which I think might have some parallels with {company}.

I'd love to grab 15-20 minutes on your calendar to see how we might be able to help {company} implement something similar?

How does your schedule look next week, {firstname}?

Or if you'd rather book a time directly, here's a [direct link](#) to my calendar.

Hope all is well!

SIGNOFF

Email #3

SUBJ: Our common-sense system for INSERT YOUR NICHE ie 'generating leads and high-end clients'

Hi {firstname},

Since you were on our masterclass training a week or so back, you've likely got the 30k foot view of what we do.

But I wanted to share with you a little more context by sending over INSERT DETAILS ON CONTENT THAT PROVIDES MORE CONTEXT OR DETAIL ie an interview our CEO recently recorded with Neil Patel. It walks through the biggest mistakes most sales teams make when managing outbound sales processes.

There is a ton of good info in here that we don't typically share out publicly.

Here's the link to check it out: LINK

If you'd like to talk about any of the ideas in that post/article/interview, or how we help our clients INSERT OUTCOME, feel free to book a spot on my calendar [here](#).

Hope all is well!

SIGNOFF

Email #4

SUBJ: Re: worth a 10-minute chat?

Hey {firstname},

Wanted to follow-up one last time in reference to the masterclass you were recently on:
WEBINAR TITLE.

I've been reaching out the past couple weeks to try and set some time to discuss what {company} was looking to get out of the workshop.

And I wanted to just give it one last shot to see how I could help.

How does your schedule look next week for a quick 10-15 minute call?

SIGNOFF

P.s. Want to book a call directly to save the back-and-forth? You can find my calendar link [here](#)!

Part III Scripts:

Upsell Follow-up Scripts

Note: This campaign is intended as a follow-up to a one-click upsell you offered at the time of purchase. It would be sent to those that took the main product offer...but declined or ignored the upsell offer.

This is often constructed as a 'Sequential Campaign' so you can tag new contacts into the two message sequence at any time.

Email #1

Subj: [MAIN PRODUCT NAME Member] heads up on a minor tech snafu

Hey {firstname} - First off, super excited to have you onboard for **ENTER PRODUCT NAME!**

Before you get too far I wanted to follow up with you about something real quick...

Earlier today we had a handful of program members reach out saying they tried to take us up on our offer to **set-up the start of their campaign for them at a 50%+ discount** but the link apparently didn't work for a number of people trying to access it. ;-).

Turns out we had a tech issue that stopped the upgrade from being processed. Because of this, I wanted to let you know we're extending this opportunity until tomorrow night at Midnight PST.

So if this happened to you or you are interested in having our agency team setting up your **Appointment Generator campaign** for you, you can get the details and upgrade your membership here:

>>LINK<<

If you have any questions at all please do not hesitate to reach out.

And sorry for any inconvenience!

...Wait 1 day send to those who didn't order OR reply.

Subj: [MAIN PRODUCT NAME] x% discount on done-for-you setup expires tonight at Midnight

Hi {firstname}!

Just dropping a quick reminder that the discount on our **done-for-you setup of your Appointment Generator campaign upgrade** expires tonight at Midnight.

You can get the details and sign up at a over **x%** discount here - >>LINK<<

Here's a snapshot of what **your Account Manager will be doing on your behalf to accelerate your results** if you upgrade:

- **COMPELLING BULLET POINT 1**
- **COMPELLING BULLET POINT 2**
- **COMPELLING BULLET POINT 3**

If you have any questions just hit reply and let me know. I'll make sure you're taken care of.

Remember, this offer is only good through tonight at Midnight.

Looking forward to getting to know you better in the program!