

21 Day Launch Plan – Closed Doors

Example Email Sequence

D1 Let people know the date of your webinar, send them to the registration page (save the date email)

D3 Benefits of the webinar

D5 Webinar starts in 4 hrs

D5 Webinar starts in one hour

D6 Special live encore on (2 days later)

D8 Today is the day - we start in 4 hours

D8 Join me? Starting now

D8 or 9 Here is the replay

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D10 Share offer + early bird special

D12 Early bird special is ending in 2 days

D14 Today is the last day to save \$X

D16 Testimonials of people who have enrolled

D18 Special bonus if you're on the fence

D20 Doors are closing

D21 Last day to purchase don't get left behind