
A quick summary of what we've covered...

Online Marketing

- **1/9:** Getting New Email Subscribers (Free gift, Opt-in Page and Thank You Page)
- **1/16:**
 - Getting Online checklist
 - Technology for creating the opt-ins for your free gifts and webinars
 - Webinar Launch Schedule
- **1/23: Q&A**
- **2/6:** Crafting Your Webinar Content
- **TODAY, 2/13:** Writing Webinar Emails & Copywriting Basics
- **2/20: Q&A**

Extra classes*...

- **How to do Group Programs** (Friday, February 23rd, 1-2:30pm ET)
- **Large List Builds: How to do Telesummit & Giveaways** (Tuesday, February 27th, 1-2:30pm ET)

***Note: These are EXTRA classes, as a gift for you.** Some of you want a group program; others of you aren't ready yet. You do NOT have to attend these classes. You'll receive the recordings, regardless, so you can come back to them when ready.

How to Write Webinar Emails

Copy Checklist for Hosting a Webinar:

- Opt-In Page
- Thank You Page
- Thank You Email
- Webinar Promotional Emails
- Webinar Reminder Emails
- Post-Webinar Offer (with fast-action bonus)
- Encore/Replay Announcement
- Reminder Emails for Encore/Replay
- Promotional Emails for your Offer

Extras:

- Newsletter Blurb
- Social Media
- Affiliate/JV Partner Sample Copy:
 - Promotional Emails
 - Newsletter Blurb
 - Social Media

Webinar Opt-In Page

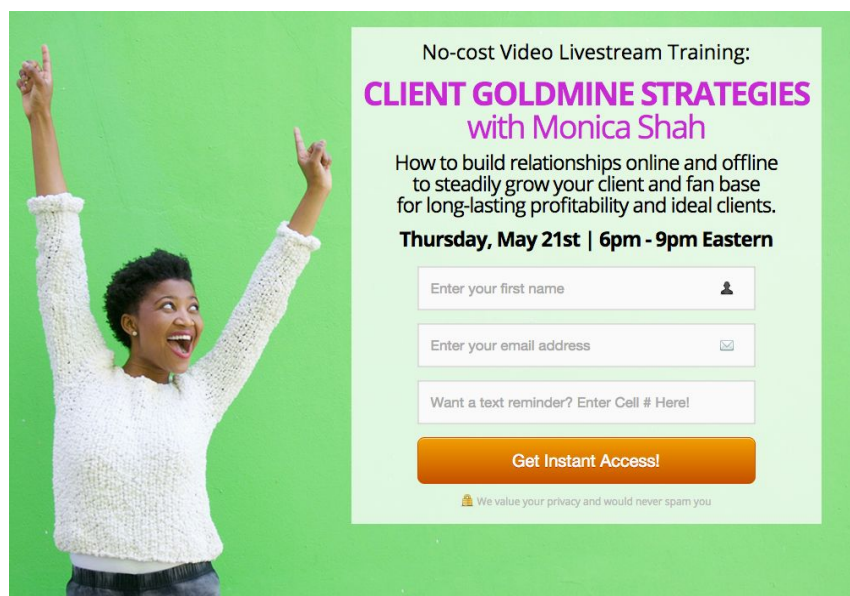
This is the page where people will sign up to attend your webinar. "Signing up" means they fill out an opt-in form on your page.

Opt-in Page Elements:

- **Headline (or Title of the gift)**
- **Short Description of the gift**
 - 1-3 sentences
 - Optional: "What you'll get/learn/discover" bullet list
- **Call to Action**
 - "Get instant access now by entering your + email below."
 - Name Field
 - Email Field
 - Button
- **Optional: More copy** to establish the problem + describe the results
- **Optional: Your bio**

Examples of Webinar Opt-in Pages:

- <http://breakthroughplanningparty.com>
- <https://copyluv.lpages.co/getting-clients-online-webinar-opt-in-1/>
- <https://revenuebreakthrough.com/sps/feast/>



The image shows a webinar opt-in page with a green background. On the left, a woman with her arms raised in excitement. On the right, a white box contains the following text and form fields:

No-cost Video Livestream Training:
CLIENT GOLDMINE STRATEGIES
with Monica Shah

How to build relationships online and offline to steadily grow your client and fan base for long-lasting profitability and ideal clients.

Thursday, May 21st | 6pm - 9pm Eastern

Enter your first name

Enter your email address

Want a text reminder? Enter Cell # Here!

Get Instant Access!

We value your privacy and would never spam you



THE 2018 PLANNING PARTY

(Because planning a breakthrough year doesn't have to be boring, scary or restrictive.)

Pour yourself a glass of wine or green juice, and join Monica to create a simple & effective plan you'll actually follow this year. (Especially if you're addicted to doing everything last minute!)

In this virtual workshop, you will discover...

- ✓ 4 steps to planning for a business that pays for and creates space for an amazing life (Monica will even send you her exclusive planning worksheet when you register)
- ✓ 3 reasons most plans don't work – and how to avoid them
- ✓ the secret to actually following your plan (and making it all very simple)

Get instant access to this FREE Workshop Now...

Click the button to choose your date/time

[REGISTER NOW](#)

We hate SPAM and promise to keep your email address safe.

Thank You Page

This is the page your opt-ins get taken to directly after signing up for your webinar.

Thank You Page Elements:

- Congratulations!
- Where to find the gift.
- What to expect.
- Call to Action.

Examples of Thank You Pages:

- <https://copyluv.leadpages.co/thank-you-website-checklist/>
- <https://revenuebreakthrough.com/feast/yes/>
- <https://revenuebreakthrough.com/slowdownsolution/yes/>

CONGRATULATIONS!
YOU'RE CONFIRMED FOR THE 2-PART TRAINING SERIES:
THE END OF FEAST OR FAMINE
THE 2-STEP PLAN TO MAKE CONSISTENT MONEY EVERY SINGLE
MONTH

Details will be in your inbox shortly.

1 BE SURE TO ADD THE FOLLOWING DATES AND TIMES TO YOUR CALENDAR:

2 APPLY TO GET A LIVE BUSINESS MAKEOVER DURING THE TRAINING! [CLICK HERE](#)

PART 1: WEDS, JULY 5 @ 7PM ET

The Key Reason Why Some People Attract + Keep Money With Ease (and why others don't), and how you can be part of the group that DOES.

PART 2: THURS, JULY 6 @ 7PM ET

How To Create Consistent Income (and get out of the cycle of Feast or Famine).

Thank You Email

This is a super short email your opt-ins receive as soon as they sign up.

Set this email up with your newsletter provider (MailChimp, Aweber, Mad Mimi, etc.). It will be what's called an "autoresponder," meaning it gets sent automatically, without your having to hit a button each time someone signs up.

It does a few things:

- Confirms that they're signed up
- Gives them the call-in details (the date, time, and the phone number or URL to attend)
- Encourages them to put the details in their calendar

Hint: You can re-use the same copy from your Thank You PAGE (see above).

Reminder Emails

These are super short emails that remind everyone on your opt-in list that the webinar is about to happen.

(Note: these emails do NOT go to your whole list. They ONLY go to the people who signed up for the webinar.)

Set these up as autoresponders, so your email provider will send them automatically for you.

You can send these...

- 24 hrs before the webinar (optional)
- Morning of the webinar
- 1 hr before the webinar
- 15 mins before / Starting now

Example Reminder Email:

Subject Line: we start in 1 hour!

Hi Name,

We're gearing up and getting ready!

The End of Feast or Famine starts in 1 hour.

Come join us for this content-packed LIVE webinar...

The End of Feast or Famine:
4 Steps to Generating Consistent Income Every. Single. Month.

Please note there will be special bonuses for those of you that are on the call LIVE. I always reward those who show up to play big!

Here are the webinar details:

Date: Tuesday, February 2nd, 2016

Time: 7:00 pm ET

Location: [Click here to join us!](#)

See you on the webinar!

With much appreciation,
Monica

P.S. If you're tired of working too hard in your business without seeing consistently high income – you NEED to get this content.

Remember the 3 Launch Phases:

- Phase 1 – Promoting your webinar (getting people to opt in and watch)
- Phase 2 – Getting people to opt in to and watch your encore/replay
- Phase 3 – Promoting your offer

(**NOTE:** To see the promotion schedule, refer to The Money Club class, “How to Do Webinars & Launches, Part 1” taught on January 16, 2018.)

Launch Phase 1 - Getting people to opt-in to & watch the webinar

Now that you have the Opt-In Page and the Thank You Page and Email ready to go, it's time to promote your webinar!

(**NOTE:** To see the promotion schedule, refer to The Money Club class, "How to Do Webinars & Launches, Part 1" taught on January 16, 2018.)

Promotional Emails (also called Promo Emails or Solo Emails) are different from your regular newsletter. In Launch Phase 2, the promo email's ONLY purpose is to send people to your opt-in page.

To see how to write different types of Promo Emails, refer to the handout, "How to Write Promotional Emails for Launches" with this class, February 13, 2018.

Launch Phase 2 - Getting people to opt-in to & watch the Encores/Replays

(**NOTE:** To see the promotion schedule, refer to The Money Club class, "How to Do Webinars & Launches, Part 1" taught on January 16, 2018.)

Post-Webinar Offer Email (with fast-action bonus)

This email goes out at the end of your webinar (to JUST the attendees), letting them know the details for the offer you made on the class.

For example, if you offered free strategy sessions (AKA sales conversations), this email would remind them of the offer, tell them the benefits of signing up, and give them the link to do so.

If you offered a paid program, this email would remind them of the details, and send them to your sales page.

These emails can also...

- Mention any fast-action bonuses, to create urgency ("tonight only," 24-hour coupon code, etc.)
- Mention any other limiters (only for the first 8 people, etc.)

How to write this email:

- Start by thanking them for joining you on the webinar and let them know what a great time you had.
- Then transition into telling them about the offer: "In case you needed a recap of the offer I made on the webinar, here are the details..."
- You can use much of the same language you use in your actual Offer in the webinar itself (refer to Money Club Class "How to Do Webinars and Launches, Part 2," taught on February 5th, 2018).
- Include at least 2-3 links for them to click and take you up on the offer.

Encore / Replay Announcement (and Reminder Emails)

If you plan on doing your webinar more than once OR to give your opt-ins a recording of your webinar, you would announce your encore 1-2 days after the live one:

- Announce the encore to both your main list and the opt-in list.
- Set up another round of Reminder Emails to remind your opt-in list about the encore. (You can use the same copy as before.)
- Set up another Post-Webinar Offer Email to go out to your opt-in list after the encore.

How to write this email:

- This email can be fairly short, simply letting people know that you had a great time on the webinar and are making the replay available until XYZ date.
- Remind them of what they'll learn on the webinar (just like in the original promo emails).
- Give them a link to register to watch the replay.

Launch Phase 3 - Getting people to purchase your offer or sign up for a free sales conversation

(NOTE: To see the promotion schedule, refer to The Money Club class, “How to Do Webinars & Launches, Part 1” taught on January 16, 2018.)

During this part of your launch, you'll be sending 4-8 Promo Emails to promote your Program/Sales Conversation/Product.

The below format is a great basic format to follow for a number of your promotional emails.

But! Remember, throughout your launch, you'll be sending 2-4 Webinar Promo emails, and 4-8 additional promo emails for your program or sales conversation.

So that means you'll need lots of different types of emails, or else your list will get bored – and you'll run out of ideas for what to write about.

To see templates + examples of different types of promotional emails, refer to the handout, "How to Write Promotional Emails for Launches" with this class, February 13, 2018.

The Elements of a Basic Promo Email

1. Get your reader's attention.

- a. Start with a hooky statement, or a pull question.
- b. Keep the first line short – don't make it a long paragraph, or else people will skim it.

2. Identify the need / issue / problem.

- a. This could be the overall issue that you're covering in the teleseminar, or it could be one very specific part of that bigger problem.
- b. Use emotional language, and be specific. Don't just tell us, "You're struggling with time management." Paint the picture: "Some days, you look up to see it's 3pm, and you realize all you've eaten today was a spoonful of almond butter."

3. Transition into the solution.

- a. "That's why I decided to host a free training on this exact subject."

4. Announce your offer (Introducing... The Title of Your Teleseminar)

- a. Give us 1-2 sentences about why it's awesome (what are the benefits of them being there?).
- b. Put a **Call To Action** – a link that takes them to the opt-in page. ("Click here to see the details + save your free spot")

5. Entice us. Tease us. Make us want it.

- a. Give us a bullet list of what we'll learn (this can be the same list you created for your opt-in page).
- b. What makes this class different from other trainings?

6. Wrap it up.

- a. "This is for you if..."
- b. Summarize the benefits.

- c. Got any urgency or scarcity? (Limited number of seats? Doors close tomorrow? Any special bonuses?) (Note: This may not apply to promo emails that are promoting a free teleseminar.)
 - d. **Give another Call to Action** – give us another link to the opt-in page.
 - e. **Your signoff.**
- 7. P.S. (optional)**
- a. Ask a powerful question to connect with them emotionally.
 - b. Or tell them something else that’s cool about this teleseminar.
 - c. Remind them of the benefit of showing up.

Extra Launch Copy:

Newsletter Mentions

This is just a short, 1-2 paragraph blurb to add to your regular newsletter, promoting your webinar or the offer (i.e. sales conversations or paid program/product). You can simply pull copy from your opt-in page, or from any promo emails and shorten it down.

Social Media Posts

Again, you take lines of copy straight from the opt-in page or your emails to create these. Or ask a quick question.

Example:

Lady biz owners: tired of the income roller coaster? Discover how to get off on this free training: The End of Feast or Famine. (Details here: [LINK](#))

Affiliate/JV Partner Sample Copy:

This is copy that you provide to other people who have agreed to promote your webinar.

You can give them...

- 1-3 Promotional Emails
- A Newsletter Blurb
- Social Media Posts

You can use the exact same copy you wrote for your own emails, newsletter mention and social media posts – just update it to say “my friend Monica is hosting...,” instead of “I’m hosting...”

You can also add in a short paragraph that introduces you. (My friend and colleague Monica Shah is a 7-figure business owner who shows entrepreneurs how to double and triple their income.)

Homework and CHALLENGE for February 28th, 2018:

To receive your gift for this challenge – **the following must be posted on Facebook by 5pm on February 28th on the PINNED POST at the top of the Money Club Facebook page.**

Part 1: Plan to do a Webinar - the Webinar must be completed by April 30th (PLEASE NOTE THIS IS AFTER THE CHALLENGE - WE JUST WANT YOU TO PLAN TO DO A WEBINAR)

- Post the date of your upcoming webinar (please note this doesn't have to be completed - it just needs to be **planned out**)
- If possible, post the opt-in link to your webinar (optional)

Part 2: Do 8 sales conversations

- Post the names or initials of the sales conversations on the post.

Challenge Options:

- **Owls**
 - Do 8 practice sales conversations with family, friends, and other money clubbers.
 - Do a practice webinar in front of a few money clubbers, or friends, or family - no emails needed, just plan and do the webinar (please include sales offer even for a practice one)
- **Wolves**
 - Do 4 practice sales conversations with friends, family and other money clubbers and 4 real conversations with potential clients.
 - Do a real webinar in front of a few friends - send out a few invite emails.
- **Cheetahs:**
 - Do 8 real sales conversations and ask for money from potential clients.
 - Do a real webinar with email invites

Please post on the Facebook PINNED POST by 5:00 PM ET on February 28th 2018.

- The reward? Yet another useful tidbit in the mail to keep you rocking and rolling.