

fill my
holistic
practice

"Your Easy Path to More Clients."

Increase Show Rate & Conversions thru Email

*Send these emails before your upcoming in-person talk to encourage show rate.
You may send these to those who have RSVP'd, and then a similar email to those who have not yet RSVP'd.*

NOTE: If you are sending an email to invite people to a webinar, include a phrase such as "RSVP Now: [http://\[CALLREGISTRATIONLINK\]](http://[CALLREGISTRATIONLINK])" in the original email invite.

Original Email Invite, plus 1-2 additional invites

Reminder #1 – It's tomorrow (Send Wed Aug 19th first thing in the AM)

Reminder #2 – It's today (Send Thurs Aug 20th first thing in the AM)

***You may send another reminder email, ie: 1 week earlier, in addition to the Reminders #1 & 2
Send a similar email—just put the focus of the email on a different bullet point you are highlighting.**

**If you are stuck coming up with words for how your ideal clients feel (see the prompts below),
use the answers from the Read Your Ideal Clients' Mind template from the 6-Figure Speaking
system.**

Original Email Invite

Subject: XXXXX

Are you tired of XXXXX [INSERT HOW THEY FEEL]?

You're being told by your doctor that there's nothing more they can do for you.

If you are frustrated with [INSERT THE SYMPTOMS THEY'RE EXPERIENCING & HOW IT'S AFFECTING THEM],

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You're invited to join me for "[INSERT TITLE OF YOUR TALK]"
Thursday, August 20th at 5:30pm PT / 6:30pm MT / 7:30pm MT / 8:30pm ET.

[INSERT YOUR 3 TALK BULLET POINTS]

Additional Email Invites (1-2)

*Use a similar structure to the first email, except vary the biggest pain point you highlight.

Another variation is to start off by telling a short before/after story of a patient of yours in a few sentences (including how they felt & how it was affecting them before/after). Then invite them to the talk.

Reminder #1 – It's tomorrow (Send Wed Aug 19th first thing in the AM)

Subject: It's tomorrow--Take the [INSERT THE HEALTH ISSUE YOUR TALK ADDRESSES] Quiz

Just a quick reminder that the [INSERT NAME OF YOUR TALK] is TOMORROW,
Thursday, August 20th at 5:30pm PT.

Since you RSVP'd for the talk, chances are you are feeling frustrated that [INSERT HOW THE HEALTH ISSUE IS AFFECTING THEM].

Take this quick quiz before the call to find out:

TRUE FALSE I feel [INSERT HOW THEY FEEL].

TRUE FALSE [INSERT WHAT THEY ARE EXPERIENCING AS A RESULT OF THE HEALTH ISSUE]

TRUE FALSE I have been to many doctors, but they can't seem to do much for me except prescribe medications that aren't working for me.

TRUE FALSE I am tired of [INSERT WHAT THEY'RE TIRED OF]

If you said True to most of the questions above, you will want to be at the talk.



"Your Easy Path to More Clients."

[INSERT A POINT OF CURIOSITY ABOUT WHAT COULD BE POSSIBLE FOR THEM IF THEY USED YOUR APPROACH]

Come and find out how! Join me in:

"[INSERT TITLE OF YOUR TALK]"
Thursday August 20th @ 5:30pm PT.

Venue
Address

You'll learn:

-INSERT YOUR 3 BULLET POINTS

XXXXXX [Add Your Signature Here]

Reminder #2 – It's today (Send Thurs Aug 20th first thing in the AM)

Subject: [INSERT TWO SUMMARY WORDS OF YOUR TALK HIGHLIGHT] It's tonight!

It's tonight! Look forward to seeing you at "[INSERT TITLE OF TALK]."

It's TONIGHT, Thursday August 20th at 5:30pm PT.

Come and learn [INSERT AN INTERESTING POINT ABOUT YOUR TALK THAT PEOPLE WILL WANT TO KNOW ABOUT—HIGHLIGHT A DIFFERENT POINT THAN YOU HAD FROM BEFORE]

Come find out what it is!
[INSERT VENUE AND DIRECTIONS]
XXXXXX [Add Your Signature Here]