

# "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]" in the original email invite.

### Original Email Invite, plus 1-2 additional invites

Reminder #1 – It's tomorrow (Send Wed Aug 19<sup>th</sup> first thing in the AM) Reminder #2 – It's today (Send Thurs Aug 20<sup>th</sup> 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.

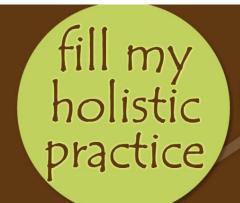
### **Original Email Invite**

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 AFFECTNG THEM],



# "Your Easy Path to More Clients".

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:

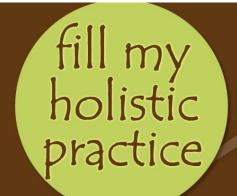
TRUE FALSE I feel [INSERT HOW THEY FEEL].

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:

XXXXXX [Add Your Signature Here]

"[INSERT TITLE OF YOUR TALK]" Thursday August 20th @ 5:30pm PT. Venue Address
You'll learn:
-INSERT YOUR 3 BULLET POINTS

### Reminder #2 – It's today (Send Thurs Aug 20<sup>th</sup> 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]