

**THE COPYCLOSET™ PRESENTS ...**

**MARKETING A TELESUMMIT: HOW TO  
CRAFT AN EMAIL SEQUENCE THAT  
TURNS SUBSCRIBERS INTO BUYERS**



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## MARKETING A TELESUMMIT MASTERCLASS

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There's a very big reason so many online marketers and coaches host telesummits ... they are an EXCELLENT way to get a massive infusion of fresh, new subscribers on your email list.

While this Masterclass is all about crafting an email sequence that primes subscribers to buy, it's important that we address the elephant in the room:

### **THE BIG BURNING QUESTION YOUR DREAM CLIENT WANTS ANSWERED.**

No matter how stellar your emails, how beautiful your imagery, there's no way you can turn subscribers into buyers without first clarifying WHO the event is for, WHAT they'll get from it and WHY they need to participate.

You see, telesummits require a sizable time investment not from the host, but also from the participants. They have to show up every day, sometimes at a specific time to retrieve the content. And then sometimes there's homework, activities, accountability partners and so on.

That's a lot of commitment for folks balancing jobs, clients, projects, families, kids and whatever else. So it's up to you as the host to make the event valuable and meaningful so the participant feels compelled to work with you further.

Alright, now that we've got that little bit of detail out of the way, let's dive into these emails.

## PRE-EVENT EMAILS

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Now, let's say you started marketing your telesummit weeks in advance (which you should). Folks are signing up and you're super excited. Yay!

But remember, this is their first impression of you so you gotta make it great. Unfortunately, this is where many telesummit hosts fall short. They either send out a boring old "welcome" email or worse send the standard "confirm your subscription" email and send no further communications until after the telesummit is underway.

Baaaaad move!

We won't dive into the pre-event emails since I want to focus more on what you should blast out once the telesummit is actually underway, but I will share a script on the following page that you can send out as soon as someone registers for your virtual event.

## PRE-EVENT EMAIL SCRIPT

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**[Email #1 – Day 1 (delivered as soon as they register for the telesummit)]**

**Subject Line: Yes, you have officially Cha-Cha'd your way into some serious awesomeness ...**

You did it!

The moment you grabbed your virtual seat for the **[insert name of event]**, I knew you were:

A successful CEO.

A real mover and shaker.

Committed to **[insert goal of the telesummit]**.

And I just want to say ... thank you for being all those things.

Now, before we dig into the details, I have 3 steps for you to take right now to make sure you soak up all the wisdom you can from this glorious event:

**Step One:** Add the summit dates to your calendar. It's happening **[insert dates and times]**.

I'll send a few reminders, but it's best to hold the dates on your calendar now.

**Step Two:** Whitelist and prioritize all emails from **“hello@methhost.com.”** This step is important! I'll be sending you some biz-changing info throughout the summit, and I know you don't want to miss out on any of the awesomeness we have planned for you.

**Step Three:** Get to know me better ...

For those of you who are meeting me for the first time ... I'm [insert your name], [insert what you do] strategist, [insert what you love as it relates to the summit] lover, and your host of the [insert the event name].

### **What's In Store for You?**

[Insert when and how the recipient will receive the information]. To get the most out of this summit, listen to the interviews with pen in hand without distractions. Each of the [insert number of experts] will share their blueprints for success. I encourage you to tune in and take action. Participating in this summit is your chance to stand on the shoulders of giants and use their experiences to advance your own business.

### **Don't Miss a Thing**

Check your email every single morning during the summit. Emails will be our only form of communication. And missing even one could mean you lose out on hearing something that can make a positive impact on your business and even your life.

And lastly, have fun! Devour and implement the actionable insights that will give you immediate results in your business and save the rest for later. No need to overwhelm yourself trying to do everything at once.

All I ask is that you...

Listen to every audio interview.

Take notes.

And commit to taking action.

Now because you've already shown me you're an action taker, I just know by the end of the summit you'll already be [insert ideal goal for the participant].

That's it for now!

[insert name and closing]



## PRE-EVENT EMAIL SCRIPT #2

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Now, let's say you're hosting a one-day event like a Masterclass. Here's a pre-event email script for that scenario:

**[Email #1 – Day 1 (delivered as soon as they register for the telesummit)]**

**Subject Line: Yay, you did IT!**

You did it!

High fives and fist bumps to you for:

Being brave (it takes lots of courage to say YES!)

Taking initiative (you are one step closer to achieving your biz goals ...)

And let's not forget for being a BOSS (it's what sets "flame throwers" apart from everybody else)

And for your trust in me ...

Now before we get to the Masterclass details, let's have a quick BOSS-to-BOSS chat.

First off, you will only fully benefit from the **[insert name of Masterclass]** if you give it your all ... any half-baked, lazy efforts will result in half-baked, lazy results.

And we don't want that.

Secondly, here are 3 steps you can take right now to make sure you soak up all the wisdom you can from the Masterclass.

**Super Important Step One:** Add the Masterclass date & time to your calendar.

It's happening **[insert date/time and time zone]**.

I'll send a few reminders but it's best to block your calendar now.

**Super Important Step Two:** Please whitelist and prioritize all emails from “**insert your email address.**” This is important! I'll be sending you some reminders and updates over the next few days and we don't want you to miss out on any of the awesomeness I have planned for you.

**Super Important Step Three:** Get to know me better ...

For those of you who are meeting me for the first time ... I'm **[insert your name]**, **[insert what you do]** strategist, **[insert what you love as it relates to the summit]** lover, and your host of the **[insert the event name]**.

And that's it for now!

**[insert name and closing]**

## PRE-EVENT EMAILS

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In addition to the “you did it” email, you’ll also want to keep subscribers engaged by sending an email every few days or once a week depending on how early you started getting signups.

The goal is to NOT allow your brand new subscribers to forget about you and the event – so keep them engaged by sharing stories about your business experiences, compelling blog posts, event reminders and so on.

## POST-EVENT EMAILS

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The purpose of what I call the “post-event email” is to move subscribers into a paid program. Now, to do this, you must have a clear idea on exactly where you’re taking folks.

Why?

Because whatever you talk about during the event needs to flow seamlessly into your paid offer. So in essence, participants will achieve one goal during the event and your paid program will close the gap and allow them to get even better results or to kick it up a notch.

Now, if you have no logical flow into this paid program, you’ll confuse the heck out of your subscribers and they won’t smack the buy button.

Once you have your flow together, it’s time to get into the post-event emails.

Warning: I can’t possibly write for every single type of virtual event so these emails are based on a one-day event. If you’re hosting a multiple-day event, you’ll need to make sure your sharing that day’s content as promised and get folks excited about engaging with the content so they take action.

Remember, while your event is free, you’re selling the action. Because when folks take action and get results, they’re more likely to buy!

## POST-EVENT EMAIL SCRIPTS

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**[Send 30 minutes before your event starts]**

**Subject Line: Finish up those dishes, put the kiddos to bed because we're LIVE in 30 minutes ...**

Thirty minutes to go before you get the inside scoop on how you can ...

**Incredible benefit #1.**

**Incredible benefit #2.**

**Incredible benefit #3.**

This inevitably means this could be one of the most important virtual events you'll ever attend.

Come listen in ... going live in 30 minutes.

Click below to join us:

**[insert link to join the telesummit]**

See ya in a bit.

**[insert name and closing]**

**[Send the day AFTER the event]**

**Subject Line: That was straight up fiyah ...**

The **[insert name of the Masterclass]** is OVER! Here's why this was the MOST fun I've had in a long time ...

We laughed.

We learned.

And we got to spend time with some of the most incredible biz folks strolling the Internet!

**[List the names of your guest experts]** were all awesome!

You can catch the replay at the link below ... but only for the next 24 hours:

**[Insert replay link]**

Go watch it and prepare to have your mind blown.

Here are some highlights:

1. We had tons of engagement, fun and laughs
2. People had their mouths drop down to their knees and had "ah-ha moments" as big as the smile on the Kool-Aid kid's face
3. Souls smiled and journeys became clear as folks finally had the confidence to say: **"I can [insert goal of the event]"**

Let me bottom line it for you:

Goals were set. Truth bombs were dropped. Folks were inspired and motivated to take action.

Now, if you truly want to START taking action on your master plan for creating a [insert goal], you'll want to jump inside [insert name your paid offering].

You see, the telesummit was just an appetizer compared to all the yumminess you're about to experience inside [name of your paid program].

[Insert juicy, mouth-watering details about the paid offering.]

Go here to jump inside: [insert link]

Fair warning: The price will increase come [insert date]. So if you're someone who likes to think really hard about every biz decision, put your thinking cap on now before you miss out on the chance to learn how to [insert promise of the paid offering].

See ya inside!

[insert name and closing]

**[Send 2 days after the event]**

**Subject Line: Shout out to the action takers ...**

You showed up.

You participated.

And you put your money where your plans are by registering for **[insert name your paid offering]**.

Now that's what it means to be an action taker!

If you haven't registered yet, no worries. Click now to grab your spot for the **[insert mention of a benefit like the: get-your-butt-in-gear event of the year]**. Did I tell you that when you register you'd be smack dab in the midst of pure genius ...?

**[Insert juicy, mouth-watering details about the paid offering.]**

When I tell you this is **[a program, event or whatever it is]** you don't wanna miss, I ain't playing.

Anyways, big ups to my real action takers for making BIG things happen. For those of you who are still deciding, just know that you only have a few more days to cash in on the savings. Because the price jumps to nearly double at 11:59 p.m. on **[insert date]**.

Grab your spot here: **[insert registration link]**

See ya later!

**[insert name and closing]**



**[Send 3 days after the event]**

**Subject Line: Do you see this? Do you SEE this?**

Ahh - I'm screaming and bouncing up and down for ya'll ...

**[Insert name of the event]** is **X%** sold out! Do you know what that means?

It means ...

You're about to **[insert incredible benefit #1]**.

You're about to find out **[exclusive inside scoop]**.

And I'm about to start seeing way more 6-figure earners strolling the Internet every day.

That right there makes me feel like a proud mama.

Just wanted to pop in and hit you with a WHOOP, WHOOP for doing the dang on thang. #WINNING

I can't wait to meet you on **[insert start date of the paid offering]**.

**[insert name and closing]**

P.S. You have just TWO more days to slide on into **[insert name of the event]** at an incredibly low price. Best to get in while the getting is good:

**[insert registration link]**

**[insert name and closing]**

**[Send 5 days after the event]**

**Subject Line: Life-changing decisions, ticking clocks and fence sitters**

Since I last saw the inside of your inbox, 3 unquestionably glorious things happened for **[insert name of the paid offering]**. Don't know what that is? Well it's something terribly exciting that's happening later this month ... but first the exciting things ...

**XX** more people slid inside.

And then they started passing out virtual high fives and thumbs up in my Facebook Group about the boss move they made.

We even had people **[insert incredible perk of joining the paid offering]**.

So here's a life-altering question for you, love ... why oh why have you not joined us yet? I mean you said you wanted to **[insert goal]** ...

Don't you want to hear the inside scoop on how to do that?

Or do you really just LOVE burning the midnight oil frantically trying to find the right answers on Google?

I'll assume you don't love Google like that ... and just maybe you forgot or got distracted by something on TV. If so, here's your chance to register because this low-price train is leaving the station at 11:59 p.m. TOMORROW ...

**[insert registration link]**

We're up to **XX%** of the spots sold out ... so, yes, it is THAT irresistible.

Get on it and get ready to create **[insert big goal]**.

See you inside!

[insert name and closing]

**[Send morning of price increase]**

**Subject Line: a blissful stupor**

Wow, I have been busy ... super busy ...

Basking in the glory of ...

All the "I'm in" comments that popped up when I surveyed my Facebook Group to ask "*who's joining us for [insert name of the paid offering]?*"

Having fantastic conversations with ...

All the folks who are sharing their "ah-ha moments" from what they learned during the telesummit. And how they can't wait to put their plan in motion after they get the rest of the inside scoop by registering for **[insert name of the paid offering]**.

And being insanely grateful for ...

The outpouring of support from each and every one of you.

So now that I'm back from my blissful stupor, I want to let you know you have until 11:59 p.m. TONIGHT to tap into the genius of our 32 speakers - all at the most ridiculously low price ever.

Come join us here:

**[insert registration link]**

**[insert name and closing]**

**[Send 8 hours before you raise the price]**

**Subject Line: List of things you can buy for the price of a spot inside [insert name of the paid offering]**

This is your 8-hour alert, your chance to register for [insert name of the paid offering] at an insanely low price and time is running out ... tick tock you only have 8 hours ... so register NOW!

Question of the afternoon: What can you do with [insert amount of the offering]?

- A. Comparable purchase #1
- B. Comparable purchase #2
- C. Promise of the paid offering

Of course the best choice is answer C.

Why? Because this goal has been sitting on your list for ever ... Now the time has come to make it happen.

The other day I told you about all the goodies I've packed inside [insert name of the paid offering]. So now the most common question people ask me is ...

*"Why did you price it so low? Is it THAT crappy?"*

This question makes me sad because ...

In this every-boss chick-for-herself world, is it really that unthinkable someone to offer their life's work on a silver platter to other entrepreneurs in the spirit of changing their lives?

Guess the answer is YES ... it is unthinkable ... and that's exactly why I'm doing it - just to prove "them" wrong.

I'm offering [\[insert name of paid offering\]](#) because I firmly believe that you can provide massive value at an affordable price, and it doesn't mean you're cheap, but it does mean you're generous.

[\[REALLY sell the value of what folks are getting by enrolling\]](#)

So if you're ready and oh so over late nights on Google searching for answers, click below and register at:

[\[insert registration link\]](#)

I'll see you inside!

[\[insert name and closing\]](#)

P.S. I'm sending out ONE last reminder tonight before the ticket prices jump up.

**[Send 2 hours before you raise the price]**

**Subject Line: In the words of Michael Jackson ...**

In the words of Michael Jackson, “this is it” and it’s the last email I’m sending about the [\[insert name of the offering and link it to the purchase page\]](#) – pinky promise!

Just as a reminder when you jump inside, you’ll get instant access to:

[\[Insert bulleted list of juicy, mouth-watering details about the paid offering.\]](#)

And you can slide on in for only \$**X** – a small price to pay to [\[insert benefit\]](#). Now, math is not my area of expertise, but I know a great deal when I see one.

So, here’s the thing:

I’m not the pushy type so I’d never drag you kicking and screaming into investing in [\[insert name of the paid offering\]](#).

You have to want to spend your time wisely.

But, if you’re waiting until the next deal ...

If you’re unsure it’ll include what you need ...

If you’re stuck trying to be Superwoman (the overwhelmed version) and do everything yourself ...

Then I invite you to step out on faith and see what could happen when you let others help you.

Now this is your chance to stop trying to figure out which steps to take to [\[insert goal\]](#). Instead here is an opportunity to deliver to you everything you need to [\[insert goal\]](#) without the frustration and headaches doing it all alone.

Get instant access here: [\[insert link to purchase\]](#)

Now, whether you join us or not – I appreciate you for saving a very special place in your inbox just for me.

Here's to making major moves!

[insert name and closing]



**YESSS, YOU DID IT!**

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Now, it's up to you to take action.

Go use this information right now, BOSS!

Now, if you want more tips on how to **SELL** your glorious paid offering:

1. Check out “Slay Your Sales Page” inside the **Vivacious Vids + Webinars** section of The CopyCloset for an incredibly easy sales page template.
2. Say what's up to me on [Facebook](#) or [Instagram](#) so I can put a gorgeous face with your name.
3. Give yourself a high five #BOOM. You just learned a skill that's going to put more money in your bank account. Yay!

## MEET YOUR MILLION-DOLLAR WORD STYLIST

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Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.

Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).” Her recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!



In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at [baab.biz](http://baab.biz) and download her first bestselling book at [shotsfired.co](http://shotsfired.co). You can grab your copy of *F.A.S.T. Money!* [here](#).