

# Productivity Event, Registration Sequence For Delenta

## Email #1 -

**Send:** 3 Days Before The Workshop Date

**Send To:** Everyone

**Copy Goal:** To make them feel excited

**KPI:** Everyone who hasn't registered for the workshop

**SUBJECT: How Important is Productivity for Coaches?**

Hey, Sam here,

Someone recently asked me, "What's the role of productivity when you want to scale your business?"

It's very important....

If you can focus your attention on the most important task at hand and not let yourself be carried away by impulses and distractions, then you can do wonders in your business and in life.

But these days, only 15% of people are actively engaged in completing a task, according to a Gallup Survey in 2017 due to lack of productivity, which can badly affect your business growth.

You can be suffering from low productivity issues if:

- You find that in spite of the amount of hours you work, the most important things still don't get done?

- You are regularly overwhelmed by interruptions, distractions, and ineffective processes in your workplace, regardless of how high-achieving you are
- The constant stream of work separating you from your priorities like spending time with your family, exercising, seeing your friends, pursuing your passions, and taking a vacation.
- You find it hard to streamline your workflow, to attract, manage and coach clients online.

At Delenta we are on a mission to help coaches grow their business by simplifying their job and taking care of every other aspect of their business, freeing their time, clearing the path for them to generate more revenue and do more of the work they love.

One of our main goals is to help you build systems for you, so you can grow your business efficiently.

... You can really free your time from interruptions and finally focus on the projects and people that matter the most and I'm going to prove it to you on [DATE AND TIME].

Please join me for a training session on [DATE AND TIME] where I'm going show you how you can actually accomplish more by doing LESS.

Are you tired of saying "there just aren't enough hours in the day"?  
Is the never-ending deluge of emails taking over your life, and keeping you from getting your actual work done?

Then please join me on [DATE AND TIME] by accepting your invitation here. [/LINK]

[SIGN OFF]

P.S. If you do join me on [DATE AND TIME], you'll learn:

- How to accomplish more by doing less

- Improving Your Workflow and Performance
- Manage Your Leads and Coaching Sessions More Effectively

[LINK] Join us here. [/LINK]

## **Email #2 -**

**Send:** 2 Days Before The Workshop Date

**Send To:** Everyone who hasn't registered

**Copy Goal:** To show them what it looks like to overcome productivity issues

**KPI:** Everyone who hasn't registered yet for the workshop

**SUBJECT: Tale of Productivity.**

Hey, Sam here,

Here's something to lift your spirits and get you excited about productivity.

Well, today I am going to share with you how RYAN HOLIDAY starts his day to stay productive for the whole day.

If you don't know him, He is the bestselling author of Trust Me, I'm Lying; The Obstacle Is the Way; Ego Is the Enemy; Conspiracy and other marketing books.

Ryan has one simple rule that he follows every day to get most out of his day: Do one thing in the morning before checking email. This can be anything from showering, to going for a long run, to writing in his journal. But, as Ryan notes in his morning routine interview, it's usually writing.

Most mornings Ryan will write for one or two hours before he starts the rest of his day. "The way I see it," he notes, "after a productive morning in which I accomplish my big things, the rest of the day can be played by ear. It's all extra from there." According to him: "Your morning should be spent on outputs, not inputs".

Your best work happens within a short time span of the day. And you should be making the most of it.

Your morning should be spent on outputs, not inputs.

Do your best work in the morning whilst your brain and body can deliver the best results.

Anyways, on [DATE AND TIME] I'm gonna be sharing more about exactly how You can stay productive and scale your business by focusing on the tasks that actually help to increase your performance rather than wasting your time

If you'd like to join me, register before the end of today to ensure you have a spot.

[LINK]Hop on over here to claim a seat.[/LINK]

[SIGN OFF]

P.S. If you do join me on [DATE AND TIME] you'll learn:

- How To Get Most Out Of Your Day
- Learn From the Best Productivity Coaches
- Free Up More Time to Spend with Your Clients, Family, and Doing What You Love To Do
- Don't Just Get Things Done, Achieve More by Doing Less.

[LINK]Join us here. [/LINK]

### **Email #3 -**

**Send:** 1 Day Before The Workshop Date

**Send To:** Everyone who hasn't registered yet for the workshop

**Copy Goal:** To give a glimpse of how this event or workshop can help them...

**KPI:** Registrations

**SUBJECT: You coming?**

Hey, Sam here,

Tomorrow I'm going to be holding a LIVE training event where I'll be sharing:

- A Proven System to Simplify Your Life, Doubling Your Productivity
- Effective Utilisation of Resources
- How You Can Automate Your Entire Back Office Work Load
- How You Can Free Upto 5 Hours Everyday

If that's not something you're interested in then please click this link to unsubscribe from this list because I'm on a mission to help coaches overcome their business challenges and I'd hate to waste your time if that doesn't apply to you.

...

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Still with me?

AWESOME!

Then can I ask why you haven't yet registered for the productivity that I'm giving for free?

If you haven't signed up yet because you just forgot/life got in the way or you've been busy trying to manage kids and work then here's the sign up link one last time:

[LINK]Click to join the training happening [DATE AND TIME][/LINK]

If you really are serious about how to simplify admin & increase productivity for your coaching business, then there's zero excuse for not showing up tomorrow for the free training.

[SIGN OFF]

**NOTE:**

"Hi Sam, The main goal of these emails is to get people in your funnel. Once they are at the event, at the end of the event you can show them how Delenta can help them to manage their coaching business more efficiently. You can offer them a free trial at the end of the event. "

"Once they sign up for a free trial, we can upsell them by using other email sequences. In those sequences we can use case studies and testimonials of your previous clients."

You would have noticed I have talked a lot on productivity and very little on Delenta. The reason for it is very simple: we are first registering them for the event. Once they attend the event and realize how Delenta can help them, then for the next 7 days we will be upselling to them. I have attached the 14 day webinar funnel at the end

When it comes to webinars, the 14 day sequence can help you to get most out of your webinar or Events.

Moreover, we are in q4 of 2020 after COVID and this is the 2nd best opportunity to scale your business online.

This holiday season, shoppers will be buying online more than ever before. Ecommerce sales in the US are projected to top \$709 billion this year, giving companies of all sizes the opportunity to grow their online business. You can attract people by offering them discounts on these events and if you take good care of your customers, they will be staying with you.

For instance, Last year I bought domain for my website on Black Friday for just \$1 and hosting for \$2. I liked the service and I am still using their services. The

point I want to make is that you can use this holiday season very efficiently to grow your startup. You can use holiday funnels to attract more people

To be honest, I feel that your product has the potential to become a successful startup. You have a great idea, great service, great market to target. You only lack good marketing.

To become successful, we must get in front of people so they can know about us. You can have a look at the Holiday Calendar here.

#### **Q4 Holiday Calendar**

Oct 31	Halloween
Nov 26	Thanksgiving
Nov 27	Black Friday
Nov 30	Cyber Monday
Dec 14	Green Monday
Dec 10 – 18	Hanukkah
Dec 25	Christmas
Dec 26	Boxing Day
Dec 26 – Jan 1	Kwanzaa

#### **14 Day Webinar Funnel For More Sign Ups**

Here's how you can use these 14 days to convert more people to your offer...

# The Calendar Of Events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						<b>Pre-launch</b>
						Invite Email #1
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Pre-launch</b>	<b>Pre-launch</b>	<b>Webinar Day</b>	<b>Replay Phase</b>	<b>Replay Phase</b>	<b>Sales Time</b>	<b>Sales Time</b>
Invite Email #2	Invite Email #3	Show-Up Email #1	Replay Email #1	Replay Email #2	Sales Follow-Up Email #1	Sales Follow-Up Email #2
Pre-launch Email #1	Pre-launch Email #2	Show-Up Email #2	FAB Reminder Email			
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Sales Time</b>	<b>The Close</b>	<b>The Close</b>				
Sales Follow-Up Email #3	Countdown Email #1	Countdown Email #3				
	Countdown Email #2	Countdown Email #4				
Automations						
Registration Confirmation Email						