

Show-Up Email Sequence

Sequence Overview

This sequence turns registrants into attendees by confirming the decision, rebuilding desire, and reminding at key times.

Customize subjects and body copy to fit your webinar's theme.

Timing	Goal	Subject Line	Notes
Immediately after registration	Confirm the decision	You're registered	Welcome and reiterate the value of attending.
24 hours before event	Rebuild desire	Tomorrow: [Outcome] for [Audience]	Highlight the main outcomes and reasons to attend.
Morning of event	Reconnect to outcome	Today: Turn [Pain Point] into [Desired Result]	Remind them of the webinar promise.
3 hours before event	Create urgency	Starting in 3 hours!	Encourage adding the event to their calendar.
15 minutes before event	Get them into the room	We're going live soon	Provide the webinar join link.
5 minutes after start	Recover late attendees	We just started – join now	Invite those who may be late.
Post-event segmentation	Route by behaviour	Replay and next steps	Send tailored follow-up based on attendance and engagement.

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