Email flow for SMB Webinar - Pre Webinar

Launch Your Business Successfully Within 45 Days

Wednesday, March 18th
12PM & 6PM EST

Target: SMB leads

Email 1 - Announcement (Tuesday, March 10th at 8am)

Subject Line:

Laid off. Battling cancer. And today… I am COO.

Want To Know How? Join Our Free Live Webinar (And Discover The System Behind It. remove if too long)

Body:

Dear xxx (personalize by first name with a block capital),

Life can flip upside down fast.

Shortly after cancer surgery, while still in therapy, I returned to work… and was laid off weeks later.

At the same time, I had two kids in college and the “Bank of Dad” wasn’t closing anytime soon.

What started as desperation became determination.

Years later, I’m now the Chief Operating Officer and Co-Founder of xxxxxx.

And one of the biggest lessons I learned is this:

Businesses succeed faster when they launch with structure, strategy, and the right support system.

If you're serious about launching your business the right way, join our FREE live webinar where we show entrepreneurs how to launch a business ***successfully*** within 45 days.

🚀 Register now and start building momentum from day one.

Choose Your Time and we will see you there:

Wednesday, March 18th

12PM EST or 6PM EST

We'll break down:
• The exact launch structure most founders skip
• The common mistakes that cost time and money
• How to build momentum from day one

If you're serious about launching the right way, save your seat now.

👉 Register Here

Limited Seats to Maintain Quality Discussion.

⚠️ When you register, you'll receive access to a **Free Business Infrastructure Diagnostic.**

🎯 **Additional benefits when attending the webinar?**
• Invitation to our free private business growth community
• Chance to win a Free Business Strategy Consultation during the live webinar

See you soon!
xxxxxxxx

Can't attend live? No problem, you can still register for free now (link) and we'll send you the recording. Or if you prefer, you can schedule a discovery call with our co-founder xxxxxx now (link to calendly).

Email 2 (Wednesday, March 11th at 9am)

Subject:
In One Week, I'll Reveal the System That Helped Me Become a Co-Founder & COO

Body:

Dear xxxx, (personalize first name)

One of the biggest lessons I learned in my life:

Mindset and Determination Are Keys To Success. BUT It's Not Enough.

Businesses succeed faster when they launch with structure, strategy, and the right support system.

So let me ask you this:

Are You Just Launching… or Launching the Right Way?

Launching a business is exciting.
But excitement alone isn't a strategy.

Launching a business without strategy is expensive.
Launching a business without structure is risky.
Launching a business without a system is chaos.

The businesses that gain traction early don't rely on luck.They rely on clarity.

Clarity on what to build.
Clarity on what to prioritize.
Clarity on the right sequence of steps.

Because without structure and strategy, even strong ideas lose momentum.

With the right roadmap:

You move faster.
You make smarter decisions.
You avoid costly detours.
You build traction from day one.

That's exactly what I'm breaking down in our upcoming live webinar:

Launch Your Business Successfully Within 45 Days

Inside, you'll learn:
• The 45-day launch framework serious founders follow
• What to focus on first (and what can wait)
• How to build momentum without overwhelm

📅 Wednesday, March 18th
🕐 12PM or 6PM EST

If you're ready to launch with structure instead of stress, join me live.

Rome wasn't built in a day — and neither is a successful business, even with AI.

⚠️ When you register, you'll also receive access to a **Free Business Infrastructure Diagnostic.** It takes less than 5 minutes and will help you evaluate:

- **Your customer acquisition system (use SE brand colors)**
- **Your marketing infrastructure**
- **Your online presence and conversion readiness**
- **Your growth foundations**

Once completed, you'll receive your **Business Diagnostic Score** and insights on where your business stands today.

You'll also be invited to join our **private community** where we share additional insights and discussions around business growth.

And during the live webinar, we'll also select one business to receive a free ***Business Strategy Consultation.***

👉 ***Reserve your seat here***

Seats are limited to maintain a high-quality discussion.

See you there!
xxxxxxxx

Can't attend live? No problem, you can still register for free now (link) and we'll send you the recording. Or if you prefer, you can schedule a discovery call with our co-founder xxxxx now (link to calendly).

Email 3 (Friday, March 12th)

Subject:
Smart Founders Don't Wing It. Join Our Free Live Webinar To Find Out What They Do Instead.

Body:

Dear xxx (personalize),

The founders who succeed don't guess.

They launch with:
- Strategy

• Structure
• Support

That's the difference between hoping and building.

This webinar is for serious entrepreneurs who want clarity before they invest time and money.

If that's you, join me live.

March 18th – 12PM EST or 6PM EST

👉 Register here

Limited seats to keep the webinar interactive.

⚠️ When you register, you'll also receive access to a **Free Business Infrastructure Diagnostic.**

🎯 **Additional benefits when attending the webinar?**
• Invitation to our free private business growth community
• Chance to win a Free Business Strategy Consultation during the live webinar

See you soon!
xxxxxxxx

Can't attend live? No problem, you can still register for free now (link) and we'll send you the recording. Or if you prefer, you can schedule a discovery call with our co-founder xxxxxx now (link to calendly).

Email 4 (Monday, March 16th)

Stop Wasting Time. Launch Your Business The Right Way in 45 Days

Dear xxx (personalize First Name block capital),

Ready To Be The Next Successful Entrepreneur And Be Proud Of It?
If the answer is *YES*, then this email is for you!

Do you want to know the systems, strategy, and technology stack smart founders use to avoid costly startup mistakes?
If the answer is YES, then join me in this free live webinar. I will show you the exact framework used to structure, launch, and scale businesses without chaos, wasted tools, or costly trial and error.

If we haven't met before, this is what I do daily:

- Help founders turn ideas into **structured, scalable businesses**
- Aligns **technology, operations, and strategy** for sustainable growth
- I am a Trusted advisor to **startups and growing companies (can we name any?)**
- **Featured in Forbes**
- Helps businesses move from **chaos to clarity**

March 18th – 12PM EST or 6PM EST

👉 Register here

Limited seats to keep the webinar interactive.

⚠️ When you register, you'll receive access to a **Free Business Infrastructure Diagnostic.**

🎯 **Additional benefits when attending the webinar?**
• Invitation to our free private business growth community
• Chance to win a Free Business Strategy Consultation during the live webinar

See you soon!
xxxxxxxxx

Can't attend live? No problem, you can still register for free now (link) and we'll send you the recording. Or if you prefer, you can schedule a discovery call with our co-founder xxxxx now (link to calendly).

Email 5 - You're invited And It's Not Too Late Yet….

Dear xxx (personalize First Name block capital),

Is Your Business Built to Grow — or Just Running?

Running a business and building a scalable business are two very different things.

Many entrepreneurs work incredibly hard…

But behind the scenes their infrastructure isn't fully set up to support growth.

Marketing tools aren't connected.
Customer acquisition isn't systematic.
Processes rely too much on manual effort.

And that slows momentum.

That's exactly why I'm hosting a free live webinar to share my experience and the proven system that works, so you don't have to waste time anymore in trying to figure it out by yourself.

If I was able to build a successful business while battling cancer with financial struggles, then anybody with determination can do it too.

If I can do it, you can do it.

Did you know that 20% of businesses fail within the first year. Half don't make it past five.

Not because the idea isn't good. But because there's no structure. No launch system. No A-Team.

If you want to run a successful business, you need a roadmap, a blueprint.

Join Me for 45 minutes To Our Free Live Webinar "**Launch Your Business Successfully Within 45 Days"**.

March 18th – 12PM EST or 6PM EST

👉 Register here

Limited seats to keep the webinar interactive.

⚠️ When you register, you'll receive access to a **Free Business Infrastructure Diagnostic.**

🎯 **Additional benefits when attending the webinar?**
• Invitation to our free private business growth community
• Chance to win a Free Business Strategy Consultation during the live webinar

See you soon!
xxxxxx

Can't attend live? No problem, you can still register for free now (link) and we'll send you the recording. Or if you prefer, you can schedule a discovery call with our co-founder xxxxx now (link to calendly).

Email 6 - I will be live in 24 hours (Tuesday, March 17th at 12PM). Join Me!

Dear xxx (personalize First Name block capital),

If you want to run a successful business, you need a roadmap, a blueprint.
Stop wasting time trying to figure everything out yourself.

If I was able to build a successful business while battling cancer with financial struggles, then anybody with determination can do it too.

Today I am a Co-Founder & COO.

If I can do it, you can do it.

Join Me for 45 minutes To Our Free Live Webinar "**Launch Your Business Successfully Within 45 Days"**.

March 18th – 12PM EST or 6PM EST

👉 Register here

Limited seats to keep the webinar interactive.

⚠️ When you register, you'll receive access to a **Free Business Infrastructure Diagnostic.**

🎯 **Additional benefits when attending the webinar?**
• Invitation to our free private business growth community
• Chance to win a Free Business Strategy Consultation during the live webinar

See you soon!
xxxxxx

Can't attend live? No problem, you can still register for free now (link) and we'll send you the recording. Or if you prefer, you can schedule a discovery call with our co-founder xxxxx now (link to calendly).