Email flow for SMB Webinar - Post Webinar

Launch Your Business Successfully Within 45 Days

Tuesday, March 24th
12PM EST

Target: Non-Attendees (registrees)

Email 1 - Tuesday, March 24th in the afternoon as soon as we have the pre-recorded link for the webinar

Subject Line: Sorry we missed you

Body:

Hi {{FirstName}},

I noticed you registered for the webinar but couldn't make it. Sorry we missed you.

So I wanted to make sure you didn't miss out.

Here's the replay:

👉 [Watch the Replay]

🎯 Your Free Business Diagnostic

If you haven't received your Free Business Infrastructure Diagnostic yet, you can access it here:

👉 **[Access Your Free Diagnostic] (link)**

🤝 Join Our Private Community

You're also invited to join our **free private business growth community**:

👉 [Join the Community]

Xxxxxxxx (shorten link)

🚀 What else is available to you

Even if you couldn't attend live, we've made a few things available for you:

👉 You can get started with the **Launch Box Starter**
with **no membership cost for the first 30 days**

Just enough time to:
✔ Explore how everything works
✔ Start building with structure
✔ Decide if it's the right fit for you

AND

💥 Exclusive 72-Hour Attendee Offer

For the next 72 hours, you also have access to a **15% attendee discount** on the following solutions:

1. Jet Pack (link)
2. Launch Box Lite (link)
3. Launch Box (link)

👉 **Choose the solution that's right for you and benefit from this exclusive offer before it expires.**

If you have any questions, email us at xxxxxx or schedule a call here:

👉 [Book a Call]

I'm really glad you were part of this.

See you soon,
xxxxxxxx

Email 2 - Wednesday, March 25th at 9am

Subject: This is where most people get stuck

Body:

Hi {{FirstName}},

After yesterday's session, I wanted to share something important with you.

One of the biggest misconceptions in business is this:

👉 *"If the idea is good, it will work."*

But in reality…

Most businesses don't struggle because of the idea.
They struggle because there's **no structure behind it**.

No clear system.
No real foundation.
No consistent way to grow.

And that's exactly what we wanted to show you during the webinar.

👉 When you have the right structure in place, everything becomes clearer:

- Your next steps
- Your priorities
- Your path to growth

That's also why we created the **Launch Box solutions**.

Not as another tool…
But as a **complete system designed to help you move forward with clarity and confidence**.

As an attendee, you currently have access to:

✔ **30 days with no membership cost** (Launch Box Starter) (link)
✔ A **15% discount on our solutions (available for 72 hours) (link)**
✔ Your **Free Business Infrastructure Diagnostic (link)**
✔ Access to our **private growth community (link)**

You don't need to have everything figured out today.

But you do need a **starting point that makes sense**.

If you feel ready to take that next step, you can explore your options here:

👉 Access the Offers (link again with the 15% discount)

And if you're still thinking things through, that's completely okay.

Just don't go back to guessing.

I'm here if you need anything. If you want to schedule a call to discuss your situation, please book a time that is convenient for you.

Talk to you very soon,
Xxxxxx

Email 3 - Thursday, March 26th at 12pm

Subject:
Only 24 hours left to claim your 15% discount

Body:

Hi {{FirstName}},

I wanted to take a moment to clarify something important —
because I believe transparency matters.

You may be wondering:

👉 *"What happens after the 30 days if I choose the Special Webinar Offer, The Launch Box Starter?"*

Here's the simple answer:

After 30 days, you decide what's right for you.

- If you see value → you continue
- If not → you walk away

No pressure. No obligation.

We built it this way intentionally.

Because the last thing we want is for you to feel "locked in" to something that doesn't make sense for you.

Instead, we want you to:

✔ Experience the system
✔ Start building with structure
✔ See how it supports your business

…and then make a decision with clarity.

This isn't a trap.

👉 It's a risk-free way to move forward properly, without guessing.

And as a reminder, as part of the webinar:

✔ You have 30 days with no membership cost for the Launch Box Starter (link)
✔ **You also have a 15% attendee discount - 24 hours left! (link)**
✔ Plus access to your Free Business Diagnostic and our private community (link)

If something in the webinar resonated with you, this is simply your opportunity to explore it — safely.

👉 Explore Your Options (link)

And if you're still thinking things through, I'm here if you need anything. Feel free to schedule a call to discuss your situation (calendly link).

Talk to you very soon,
xxxxxx

Email 4 - Friday, March 27th at 8am

Subject:
Only 4 hours left

Body:

Hi {{FirstName}},

I wanted to share something a bit more personal with you.

A few years ago, my life didn't look anything like it does today.

I had just gone through cancer surgery.
I was still recovering… trying to get back to normal.

And shortly after returning to work, I was laid off.

At the same time, I had two kids in college.
And the reality of providing for them wasn't going anywhere.

It was one of those moments where everything feels uncertain.

Not just financially… but directionally.

And if I'm honest, what made it harder wasn't the situation itself.

It was the lack of structure.

No clear path.
No system.
Just trying to figure things out as I went.

That experience changed the way I approach business completely.

I realized something simple, but powerful:

👉 Hard work alone isn't enough.
👉 Without structure, things fall apart.

Everything we shared with you in the webinar…
comes from that shift.

Building with:
✔ Clarity
✔ Systems
✔ The right foundation from the start

And that's exactly what we're helping people do today.

If you're at a point where you want to move forward, but you're not sure how to structure things…

You're not alone.

And you don't have to figure it out by yourself.

As a reminder, you still have access to:

✔ 30 days with no membership cost
✔ A **15% attendee discount (only 4 hours left before it expires)**
✔ Your **Free Business Diagnostic (link)**
✔ Our **private growth community (link)**

If you feel ready, you can take the next step here:

👉 Sign Up Now (link to all offers)

And I'm here if you want to chat. Feel free to schedule a call to discuss your situation (calendly link).

Talk to you very soon,
Xxxxxx

Email 5 - Friday, March 27th at 11am EST

Subject:
Final Call: Only 1 Hour Left Before The Special Offer Expires

Body:

Hi {{FirstName}},

At this point, you've seen the big picture.

So I wanted to make things very simple for you.

Your **15% attendee discount expires today**. This was made available exclusively for those who joined the webinar… and it won't be extended.

If you've been thinking about it, this is simply your moment to decide.

Not based on pressure — but on what makes sense for you moving forward.

You don't need everything to be perfect before you start.

You just need the right foundation.

👉 **What you actually get when you sign up for our services:**

Depending on the solution you choose, here's what we help you put in place:

✔ A professional **website**
✔ Your **business registration** handled properly
✔ A **domain name** secured for your brand
✔ Access to your **Business Performance Center**
✔ A **custom logo design**
✔ **AI-powered setup** to support your operations

Instead of trying to figure everything out on your own…

You get a **structured system that brings everything together**.

💡 Why this matters

Most people don't struggle because they lack motivation.

They struggle because:

- Things are scattered
- Tools don't connect
- There's no clear direction

This is designed to change that.

To give you:
👉 Clarity
👉 Structure
👉 A real starting point

🎯 Your current access (as an attendee)

You still have:

✔ 30 days with no membership cost (Launch Box Starter) (link)
✔ A 15% attendee discount (expiring in an hour)
✔ Your Free Business Diagnostic (link)
✔ Access to our private community (link)

If you'd like to explore which option fits you best:

👉 Sign Up Now (link to all offers)

And I'm here if you want to chat. Feel free to schedule a call to discuss your situation (calendly link).

Talk to you very soon,
xxxx