



7 Emails You Should Send Before, During, *and* After Your Webinar

*This is an extra resource to go along with the original article:
[How to Host Your First Webinar](#)*

Here's a list of emails you should send before, during, and after your webinar.

Send These Emails Before Your Webinar:

Email #1: Welcome

Send this email out immediately after they sign up. This isn't just a confirmation for signing up, it also sets expectations. Include the time and date for the webinar, along with access to any worksheets or other information you'd like your participants to have beforehand.

Email #2: Reminder

About a week before your webinar, send out a reminder email. The purpose of this email is to generate excitement, but it's also practical, too. The participant may have signed up weeks or even months before and have since forgotten all about it.

Email #3: Another Reminder

The day before your webinar, send out an email to gently remind your expected attendees to clear their calendar.

Email #4: Yet Another Reminder

People are forgetful and easily distracted, so you need to follow up on the day of your webinar, too. Preferably, you should send out the email within minutes of your webinar beginning. Include the link to find your webinar along with any relevant info the user may need.

During the Webinar:

Email #5: Yep. *Another* Reminder

While your webinar is running, it's a good idea to send out an email. It may seem like overkill, but it's not. Some users want to attend but get distracted last minute, so encourage them to attend once it's live.

After the Webinar:

Email #6: Thank You

Thank your participants for attending the webinar. Share a link to the recording of your webinar. This can be useful to people who signed up but couldn't attend for whatever reason. If you presented a special offer in your webinar, you'll want to repeat it here, too.

Email #7: Announce Your Next Webinar

Webinars shouldn't be a one-and-done thing. Incorporate webinars in your marketing strategy. Aim to host a webinar every month, or at least every other month.