**“Don’t Stand Me Up” Campaign – Engagement Series**

Getting someone to schedule a call (with a calendar scheduler) is only half the battle… in fact in most cases that’s the EASY part. Now you’ve got to get them to actually follow through and show up! It’s important to remember that someone’s time can be just as valuable and tough to part with (if not MORE so) than his/her wanting to buy or sell a house from you.

This campaign plays a huge roll in the indoctrination sales process. These emails should pre-educate the registrant to the problem you’re going to solve or opportunity you’ll be presenting on the scheduled call, overcome their biggest objections, build trust and relational collateral (think “bouncing”) and keep them engaged between the time they register for the call and the time of the call.

It’s important keeping the upcoming call fresh on their mind.

**Message #1 – Send Immediately After Call Registration**

**Subj:** [Registrants ONLY] What to expect on the **[TOPIC OF CALL]** call…

Hey **[FIRSTNAME],**

I’m excited to have you on our strategy call “**[NAME OF TRAINING]**”.

EXAMPLES:

* Jamesons and Staggs Home Selling System Training
* Elite Buyer Program Training
* Zero Down Buyer System Training

Before you get on the call, be sure to watch this video:

**[PIC FROM VIDEO - LINKED TO INDOCTRINATION VIDEO]**

**[LINK TO INDOCTRINATION VIDEO 1]**

**[TELL THEM WHY THEY SHOULD ATTEND CALL AND WHAT THEY WILL LEARN]**

So be sure to mark off the time on your calender, be ready to take notes, but more importantly, be ready to take action!

Watch this special pre-strategy call video now:

**[LINK TO INDOCTRINATION VIDEO 1]**

**WARNING:** You CANNOT record the call.

You may be asking *"Why not?"*

It’s simple… I want to reward folks that show up for the call, and I also don’t want recordings of this training floating around.

Again, I’m excited to have this call with you!

Talk soon,

**[YOUR NAME]**

P.S. Here is your unique access info for our call:

WHEN (Date & Time): **[DATE] [TIME]**

WHERE (Your unique conference link**): [LINK TO ATTEND CONFERENCE]**

While you're waiting for the training, PLEASE watch this video:

**[LINK TO INDOCTRINATION VIDEO 1]**

**Message #2 – Send 1 Days After Call Registration**

**Subj:** [Registrants ONLY] Watch this before the call…

Hey **[FIRSTNAME],**

Here’s the follow up video I promised you yesterday:

**[PIC FROM VIDEO - LINKED TO INDOCTRINATION VIDEO]**

**[LINK TO INDOCTRINATION VIDEO 2]**

This video explains **[EXPLAIN VIDEO]!**

PLEASE watch this video before the call!

Watch it here right now:

**[LINK TO INDOCTRINATION VIDEO 2]**

I also address 2 of the biggest questions from people when I speak to them about [TOPIC OF CALL]:

**\* [BIGGEST QUESTION 1]**

**\* [BIGGEST QUESTION 2]**

If you were waiting to ask one of those questions on the call, I’ve got great news for you…

You don’t have to wait, I answer them BOTH in this new video.

Get the answers here:

**[LINK TO INDOCTRINATION VIDEO 2]**

Talk soon,

**[YOUR NAME]**

P.S. If you missed yesterday’s video about what to expect on the call you can watch it here:

**[LINK TO INDOCTRINATION VIDEO 1]**

P.P.S. Here is your unique access info the training:

WHEN (Date & Time): **[DATE] [TIME]**

WHERE (Your unique conference link**): [LINK TO ATTEND CONFERENCE]**

See you on the training!

**Message #3 – Send 2 Days After Call Registration**

**Subj:** Quick reminder...

Hi [FIRSTNAME],

I know you’re busy so I’ll be quick…

Just wanted to remind you about the strategy call you registered for:

**“[NAME OF TRAINING]”**

Is only **[X]** day(s) from today!

You're registered and everything's good.

...So PLEASE show up on time!

Here's your call info:

WHEN (Date & Time): **[DATE] [TIME]**

WHERE (Your unique conference link**): [LINK TO ATTEND CONFERENCE]**

Talk soon,

**[YOUR NAME]**

P.S. I created a quick video explaining “**[EXPLAIN THE TOPIC OF VIDEO]**.

PLEASE make sure you watch this video before the call!

**[PIC FROM VIDEO - LINKED TO INDOCTRINATION VIDEO]**

**[LINK TO INDOCTRINATION VIDEO 2]**

**Message #4 – Send 3 Days After Call Registration or The Day BEFORE The Webinar**

**Subj: [FIRSTNAME],** don't forget about tomorrow!

Hi **[FIRSTNAME],**

Don't forget tomorrow is your training webinar on:

**“[NAME OF TRAINING]”**

Here’s the info again just incase:

**Start Date & Time:**

**Your unique URL:**

This is important so I'll remind you tomorrow as well... Trust me you'll thank me after the call!

Talk to you tomorrow!

**[YOUR NAME]**

P.S. You should read this article on the **[NAME OF BLOG]** blog about **[TOPIC OF BLOG POST]** BEFORE tomorrow’s call.

Read the article here: **[LINK TO ARTICLE]**

**Message #5 – Send DAY OF The Call (SEND IN THE MORNING OR AT LEAST 6 HOURS BEFORE THE SCHEDULED CALL)**

**Subj: [FIRSTNAME]**, our meeting today

Hi **[FIRSTNAME],**

You all set for our **[TOPIC OF TRAINING]** meeting tonight?

We'll go for about **[XX]** minutes and then I'll answer any questions you might have.

All you have to do to join is call here (or I’ll be calling you).

Talk soon,

**[YOUR NAME]**

**Message #6 – Send DAY OF The Call (SEND 1 HOUR BEFORE THE CALL STARTS)**

**Subj:** [1 HOUR WARNING]“[NAME OF TRAINING]”

Hi **[FIRSTNAME],**

The **“[NAME OF TRAINING]”** training you registered for starts in just under an hour (at X **AM/PM [TIME ZONE]**).

I'm going to teach you how to **[WHAT ARE THEY GOING TO LEAVE KNOWING?].**

Click HERE to join the conference call or dial in by calling.

\*\*\*I’LL CALL YOU AT XXX-XXX-XXXX\*\*\*

Now for some bad news...

There are people registered immediately after our call

...So please get there a few minutes early (or make sure to be ready to take my call at xx).

See you soon!

**[YOUR FIRST NAME ONLY]**