

# Webinar Email Campaign

## Announcement Email 1

### **FREE CLASS: Take your piano playing to the next level**

Want the inside scoop on how to take your piano playing from beginner level to intermediate, or from intermediate to advanced?

Even if your playing has been stuck in a rut and you have no idea what to do next.

Here's how:

I'm Dr. Josh Wright, and I'm ready to be your personal mentor. I'll share the learnings I've received from some of the world's greatest piano teachers and bring you insights from my years of rehearsing and performing solos with top symphony orchestras worldwide.

But don't take my word for it. This week, I'll prove it to you.

[Register for the FREE class "10 Secrets To Take Your Piano Playing to the NEXT LEVEL!](#)

You'll learn:

- How to increase your scale speed in just a few months, even if your current speed is only 20-40 metronome clicks per minute
- Why longer practice sessions don't necessarily equal faster progress and better playing... and what to do instead
- 4 favorite methods I use to play the most challenging piano compositions with ease and fluidity, and with reduced tension

See you there.

Best,

Josh

## Announcement Email 2

### **Struggle with lack of piano progress? Do this.**

It might feel like you're the only one, but you're not.

Lots of people struggle with a lack of progress and settle for less than their full potential or abandon their piano playing altogether. I talk to them every day.

That's why I decided to teach a FREE class, showing you:

- How to increase your scale speed in just a few months, even if your current speed is only 20-40 metronome clicks per minute
- Why longer practice sessions don't necessarily equal faster progress and better playing... and what to do instead
- 4 favorite methods I use to play the most challenging piano compositions with ease and fluidity, and with reduced tension

[Click Here for All the Details](#)

I'll see you there!

Best,

Josh

## Webinar System/Reminder Email 1

*NOTE: Most of the time, you will be setting up these emails inside the webinar system itself (GoToWebinar, Zoom, etc.), NOT your email service provider.*

## You're registered for "Take your piano playing to the next level"

Hi *[FIRST NAME]*,

Your registration is complete, and we are holding you a seat for the class coming up on:

*[DAY, DATE, AND TIME]*

[\[Google Calendar Link\]](#)

### How to Join the Class

I'll send you a reminder on the day of the class giving you instructions about joining, but you can also join by clicking the following link:

<https://event.webinarjam.com/register/2/24no6sl>

See you there. :-)

Best,

Josh

## Webinar System/Reminder Email 2

### Login details for **[FIRST NAME]**

Hi *[FIRST NAME]*,

We're all set to meet in about two hours.

And yes, I call it a "meeting" because I'll be there live and ready for you. Hoping you can do the same.

Just as a recap, here's what we're covering:

- How to increase your scale speed in just a few months, even if your current speed is only 20-40 metronome clicks per minute
- Why longer practice sessions don't necessarily equal faster progress and better playing... and what to do instead
- 4 favorite methods I use to play the most challenging piano compositions with ease and fluidity, and with reduced tension

Login here:

<https://event.webinarjam.com/register/2/24no6sl>

Best,

Josh

## Webinar System/Reminder Email 3

***[FIRST NAME]!***

Hi *[FIRST NAME]*,

We're about to be LIVE!

Here's your login link:

<https://event.webinarjam.com/register/2/24no6sl>

Best,

Josh

## Follow Up Email 1

# Here's the "10 Unusual Tips" Class Recording: (48h access!)

Hi *[FIRST NAME]*,

The full recording of the 10 Unusual Tips To Take Your Playing To The NEXT LEVEL! class is up and ready for you here:

[Click here to watch the recording](#)

You'll learn...

- How to increase your scale speed in just a few months, even if your current speed is only 20-40 metronome clicks per minute
- Why longer practice sessions don't necessarily equal faster progress and better playing... and what to do instead
- 4 favorite methods I use to play the most challenging piano compositions with ease and fluidity, and with reduced tension

The only catch is, it's only available for 48 hours, and then we are taking it down. So, be sure to watch it ASAP.

Best,

Josh

## Follow Up Email 2

# Take your piano playing to the next level? Seriously?

Hi *[FIRST NAME]*,

I don't know if you caught it at the end of the class, but I made a promise that raised a lot of eyebrows...

Webinar attendees have 3 days from the time they watch the webinar to purchase ProPractice Piano Academy at a 50% discount.

[\(You can see me say that here.\)](#)

A lot of people think that's a crazy offer, but I'm dead serious.

If you're interested, make sure you watch the class replay before I take down tomorrow night (link above).

I'd hate to see you miss this. I think it will really help you.

Best,

Josh

## Follow Up Email 3

### A quick demo for you, *[FIRST NAME]*

Want a quick demonstration of ProPractice Piano Academy?

We've talked a lot about its benefits, but I thought you might like to see it in action for yourself, so I whipped up a short video for you:

[Click here to watch it.](#)

If you struggle with discouragement due to lack of progress, I think you'll be able to see how it helps you. Just reply if you have any questions!

And don't forget about the class recording. I'm taking it down tomorrow night!

[Click here to watch it.](#)

Best,

Josh

## Follow Up Email 4

# Your class recording expires today

Just a heads up...

At midnight, I'm taking down the recording of our class on taking your piano playing to the next level. If you haven't had a chance to watch it yet, make sure you go through everything today!

[Click here to watch the recording](#)

I'll also be taking down the offer for ProPractice Piano Academy]. Just reply if you have any questions about that.

Best,

Josh

## Follow Up Email 5

# LAST CHANCE

Sorry for the caps, but I wanted to make sure you saw this.

A lot of folks have been asking for an extension on watching the class, but it's already scheduled to go down at midnight. That's the way the software works, I'm afraid.

If you want to watch it, go here before midnight:

[Click here to watch the recording](#)

And remember, our offer for ProPractice Piano Academy comes down too. I'd hate to see you miss out on that.

Take a look while you can.

Best,

Josh

