

FIT GENETICS PUBLIC TALK AUTORESPONDER & REMINDER EMAILS

Definitions:

Entire database — everyone on your email list

Bucket list — everyone who has opted-in (registered) for your free seminar.
Everyone in the bucket list is by definition in your database.

Autoresponder message — automatic message that your email marketing system sends immediately after someone registers for your talk

Autoresponder Message:

Subject: Your "Game-Changing Diet & Fitness Secrets" Seminar Info

Hi %\$firstname\$,

It's JJ. Thanks for signing up for my FREE SEMINAR:

"Game-Changing Diet and Fitness Secrets: How to Lose Up to 2.5 Times the Weight and Get Fit Faster by Eating and Exercising Right for Your Genetic Type!"

I'm looking forward to sharing with you how genetics impacts your eating behaviors and what you can do right now to overcome them, how to avoid yo-yo weight gain, and simple immediate action steps you can take to reduce your risk for major diseases.

Here are the details:

Date and time: Wednesday, February 16 at 5 – 6:30 pm
Location: My clinic, 1234 Main Street, Anytown, Anystate
Phone: 555-555-5555
Refreshments will be served

Make sure you come a few minutes early as we'll start promptly on time.

See you soon!

JJ

Reminder Email #1: Send to Bucket List the day before the seminar

Subject: Reminder: Our seminar is tomorrow

Hi %\$firstname\$%,

It's JJ, with a quick reminder that our free seminar is TOMORROW:

"Game-Changing Diet and Fitness Secrets: How to Lose Up to 2.5 Times the Weight and Get Fit Faster by Eating and Exercising Right for Your Genetic Type!"

I'm looking forward to sharing with you how genetics impacts your eating behaviors and what you can do right now to overcome them, how to avoid yo-yo weight gain, and simple immediate action steps you can take to reduce your risk for major diseases.

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See you tomorrow!

Best,

JJ