

3-Part Webinar Series Lifecycle Emails

Email templates for launching a technical book with a webinar series, supporting demos, and follow-up that keeps the learning path moving.

Jump To The Right Email

- 01 Pre-launch teaser
- 02 Launch email
- 03 Preparation email
- 04 Main event reminder
- 05 Post-webinar follow-up
- 06 Supporting demo or workshop
- 07 Next-session bridge
- 08 Final wrap-up

How To Use This

These emails are not generic reminders. Each email keeps people moving through the program: prepare, attend, catch up, practice, and continue.

- Keep the host voice personal.
- Point back to the book where it helps.
- Make the next session obvious.
- Always give latecomers a way to catch up.

Pre-Launch Teaser

Timing: 3 to 4 weeks before registration opens

Purpose: Let people pre-subscribe before the full agenda is ready.

SUBJECT LINES

"We're working on a new Kubernetes series"

"Coming soon: [topic] in 3 parts"

"Want first access to [program name]?"

Hi there!

TL;DR: We're putting together a 3-part educational series on [topic]. If you want first access when registration opens, you can pre-subscribe here: [pre-subscribe link].

We've been working on a new series for [audience] who need to [job to be done].

The main question is:

[main audience question]

The full agenda is not ready yet, but the shape is:

- 3 live webinars
- supporting [demos/workshops/labs]
- a deep-dive ebook you can use as the reference material
- recordings, links, and resources after each session

If this is something you're working on, pre-subscribe here, and I'll send you the agenda as soon as it's ready.

— [name]

Launch Email

Timing: 3 to 4 weeks before the first session

Purpose: Present the full program, not just the first webinar.

SUBJECT LINES

"Join our 3-part Kubernetes series on [topic]"

"New: [topic] webinar series + ebook"

"Learn [learning promise] in 3 sessions"

Hi there!

TL;DR: Registration is open for our 3-part series on [topic]. You can register here: [registration link].

We've been working on a **free educational series on [topic]** with [sponsor].

By the end of the series, you will understand how to [learning promise].

The series is divided into three parts:

- Unit 1: **[Session 1 title]** on [date]
- Unit 2: **[Session 2 title]** on [date]
- Unit 3: **[Session 3 title]** on [date]

Each part comes with a live webinar. The events are recorded, so you can catch up later too.

We also prepared [supporting demos/workshops/labs] between the sessions and **[ebook title]**, the deep-dive companion for the series.

The webinars guide you through the topic. The supporting sessions show what it looks like in practice. The ebook gives you the reference material to keep studying afterward.

[Read the full agenda and register](#)

— [name]

Preparation Email

Timing: 1 to 2 weeks before the first session

Purpose: Keep early registrants warm and help them prepare.

SUBJECT LINES

"Before session 1: a few useful links"

"Prep material for [session 1 title]"

"Start here before the first webinar"

Hi there!

TL;DR: The first session in [program name] is coming up on [date]. Here are a few links if you want to prepare.

Thanks for registering for [program name].

The first session is **[session 1 title]** with [speaker].

You don't need to do any homework before the webinar, but if you want to go deeper, start here:

- [resource 1]
- [resource 2]
- [relevant ebook section]

We'll use the session to explain [main lesson] and point you to the next step in the series: [next webinar/demo/workshop].

See you there!

— [name]

Main Event Reminder

Timing: 24 hours before and 2 hours before each main webinar

Purpose: Make it easy to attend and remind people why the session matters.

SUBJECT LINES

"Tomorrow: [session title]"

"Starting soon: [session title]"

"Reminder: [session title] starts in 2 hours"

Hi there!

TL;DR: [session title] starts [tomorrow/in 2 hours]. Join here: [join link].

In this session, [speaker] will cover:

- [lesson 1]
- [lesson 2]
- [lesson 3]

This is part [1/2/3] of the series on [topic].

If you can't attend live, that's fine. Register anyway, and we'll send you the recording.

[Join the session](#)

— [name]

Post-Webinar Follow-Up

Timing: The day after each main webinar

Purpose: Share the recording, links, ebook section, and next step.

SUBJECT LINES

"Recording and links from [session title]"

"Resources from yesterday's webinar"

"You can still catch up on [session title]"

Hi there!

TL;DR: The recording for [session title] is ready. You can watch it here: [recording link].

Thanks for joining yesterday's session.

Here is the recording:

[recording link]

Here are the links mentioned during the webinar:

- [speaker link 1]
- [speaker link 2]
- [supporting resource]

The relevant ebook section is here:

[ebook section or download link]

If you only have a few minutes, start with [timestamp or section].

Next, we'll move from [theory/concept] to [practice/implementation] in [next session/demo/workshop] on [date].

Register for the next session

— [name]

Supporting Demo, Workshop, or Lab

Timing: Between main webinars

Purpose: Turn the lesson into practice.

SUBJECT LINES

"Next: see [topic] in practice"

"Workshop: apply what we covered in [session title]"

"Demo: how [implementation path] works"

Hi there!

TL;DR: In the last webinar, we covered [concept]. Next, we'll show what it looks like in practice.
Register here: [registration link].

In the last session, we covered [concept or lesson].

The next step is to see how it works.

Join **[demo/workshop/lab title]** on [date].

In this session, we'll cover:

- [practical step 1]
- [practical step 2]
- [practical step 3]

This session reinforces the main webinar. If you missed the webinar, you can watch the recording here:

[recording link]

[Register for the supporting session](#)

— [name]

Next-Session Bridge

Timing: 3 to 5 days before the next main webinar

Purpose: Show progression and make latecomers want to catch up.

SUBJECT LINES

"Next in the series: [session title]"

"Part [2/3]: [session title]"

"Before the next webinar, catch up here"

Hi there!

TL;DR: The next session in [program name] is [session title] on [date]. You can register here: [registration link].

So far, we've covered:

- [previous lesson 1]
- [previous lesson 2]

Next, we'll move into:

- [new lesson 1]
- [new lesson 2]
- [new lesson 3]

If you missed the earlier session, start here:

[previous recording link]

The ebook section that connects the two sessions is here:

[ebook section or download link]

[Register for the next session](#)

— [name]

Final Wrap-Up Email

Timing: After the final live session

Purpose: Close the program, share the recordings and book, and invite people to stay in touch.

SUBJECT LINES

"That's a wrap: [program name]"

"Thanks for joining [program name]"

"Recordings and ebook from [program name]"

Hi there!

TL;DR: [program name] is complete. If you missed any of the sessions, you can find the recordings here: [hub link].

And that's a wrap!

Thanks for following along with [program name]. I hope you enjoyed the sessions and found them useful.

If you missed any of the webinars, you can catch up here:

[recordings hub link]

The ebook is here:

[ebook download link]

If you want to keep in touch, subscribe to [newsletter name]:

[newsletter link]

Thanks again for joining.

— [name]