



NOTE – PLEASE REVIEW CAREFULLY AND EDIT BASED ON YOUR VOICE, PREFERENCES, STYLE AND DETAILS. THIS IS JUST A GUIDELINE.

PRE EVENT NURTURE MESSAGE

SUBJECT: [SUMMIT NAME]: Coming Soon To Your Door

[SUMMIT BANNER]

Good morning [NAME]:

Thank you for registering for the [SUMMIT NAME]. You're going to learn big time from these informative talks by top [INDUSTRY/THEME] experts. The [SUMMIT NAME] will change what you know about [THEME/INDUSTRY]. And, could very well change your life!

Here's how the Summit works:

- You'll receive an email each day ([LIST DATES]) about that day's talks. Be sure to be on the look-out. Open it daily to learn more about each day's featured speakers.
- Each day's speakers are available on demand at no cost each day from 7:00 am Eastern for 48 hours total.

What you need to know now:

If you cannot dedicate [NUMBER] days to these top notch experts or know that you want to have this content for future reference, you have the option to purchase the [NAME OF PACKAGE] now for the early bird price of \$[PRICE].

[INSERT GRAPHIC OF PACKAGE LINKED SO THEY CAN PURCHASE]

Here's a sneak peek at what you can expect on Day 1:

[INSERT SPEAKER PIC, NAME, TALK TITLE AND 3 BULLETS]

See you at the Summit!

[SIGN OFF]