

Subject: Last call. Will you be there [tonight/today/tomorrow]?

Dear [NAME],

[There are just a few hours left OR whatever time is left] until [NAME OF FREE EVENT] gets started. I didn't want you to miss out on the amazing information and resources we're going to share.

And it's not just me who thinks this is going to be an amazing opportunity...

[Insert testimonials from past customers or feedback from people who have already registered. Make sure you give new registrants an opportunity to leave feedback as this is great promotional material.]

Remember, once we're finished with [what the free event is], you'll discover new ways to:

- Benefit #1
- Benefit #2
- Benefit #3

Click here to register for free before it's too late [LINK].

I'll see you there!

To your success,
[YOUR NAME]