

Marketing & Advertising / Lead Magnets

Build high-value opt-in campaigns around webinar replays — including landing page copy, registration forms, replay email sequences, and watch kits.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Webinar Replays, High-Value Lead Magnets, List Building

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Why This Prompt Exists

Most webinar replays fail because the landing page doesn't sell the value.

You get:

- “Watch the replay” (no urgency, no benefit)
- no follow-up sequence after they register
- replays available forever (no reason to watch now)
- no worksheet or companion material
- replays that don't lead to an offer

But a webinar replay is not a recording.

It is a high-value lead magnet with urgency.

- The landing page must sell the transformation, not the format
- A limited availability window creates urgency to watch
- The email sequence should tease key takeaways
- A watch kit increases engagement and perceived value

Without strategy, replays sit unwatched.

This framework forces AI to build webinar replay campaigns that convert.

The Prompt

Assume the role of a webinar strategist who uses replays to build lists of qualified leads.

Your task is to generate a webinar replay lead magnet package.

Generate:

1. LANDING PAGE COPY

- Headline
- Subheadline
- 3-5 bullet benefits of watching

2. REGISTRATION FORM

- Name + email (only)

3. REPLAY EMAIL SEQUENCE

- Day 1: Access + key takeaway #1
- Day 2: Key takeaway #2 + social proof
- Day 3: Key takeaway #3+ urgency (replay expiring)
- Day 4: Offer deadline (if applicable)

4. WATCH KIT (optional worksheet)

- What to include to accompany the replay

5. URGENCY RECOMMENDATION

- How long the replay should be available (3 days, 7 days, or unlimited)

INPUTS:

Webinar Topic:

[WHAT IS THE WEBINAR ABOUT?]

Target Audience's Biggest Problem:

[WHAT PROBLEM DOES THE WEBINAR SOLVE?]

Your Solution or Product:

[WHAT ARE YOU SELLING AT THE END?]

Do You Have an Offer Deadline?:

[YES (date) / NO / SOFT DEADLINE]

Replay Length:

[30 MIN / 45 MIN / 60 MIN / 90 MIN]

RULES:

- Landing page headline must focus on the transformation, not the webinar
- Registration form: name + email only (more fields reduce conversion)
- Replay availability window: 3-7 days (urgency to watch)
- The watch kit should be a simple worksheet (not another lead magnet)
- Day 3 email should create urgency to watch before the replay expires

How To Use It

- A 3-day replay window creates more urgency than 7 days.
- The watch kit increases engagement — people who take notes buy more.
- Send the replay access email immediately after registration (automated).

- Track watch time — people who watch >50% are your best leads.
- Offer the replay as a lead magnet only if it's truly high value.

Example Input

Webinar Topic: How to generate leads on LinkedIn without spending on ads

Target Audience's Biggest Problem: "I'm on LinkedIn every day but not getting any leads"

Your Solution or Product: LinkedIn lead generation course (\$497)

Do You Have an Offer Deadline?: YES — expires 48 hours after webinar

Replay Length: 60 minutes

Why It Works

Most webinar replays fail because there's no urgency to watch.

This framework improves outcomes by forcing:

- transformation-focused landing page (not format-focused)
- limited replay availability window (urgency)
- key takeaway emails (keep them engaged)
- watch kit (increases perceived value)
- offer deadline alignment

Great webinar replays don't just inform — they create a reason to watch now.

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