

Rule The Internet â Free automation guide

Fill seats with reminder sequences, not hope

For solo operators running the whole business.

Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

No-shows crush live sessions when reminders are manual.

Suggested stack

Webinar tool + email automation. Primary tools: Zoom, beehiiv, Zapier.

Do this

1. Registration adds contact + sends calendar file.
2. Reminders at 24h and 1h with join link.
3. No-show follow-up with replay within 2 hours.
4. Tag attendees vs no-shows for sales follow-up.

Operator tip

The replay email should have one CTA, not five links.

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