***Email 2*** – Possibilities

SUBJECT IDEA: What would you do [What future benefit will your reader gain from buying your product…Ex. “An extra $540 per month” “if you could lose 12 pounds before summer” ]

Hey [NAME],

[Discuss the problem your subscriber is facing in a conversational sentence or two. How is the problem impacting your reader’s life?] *Ex. If you’re frustrated with the ups and downs of [insert problem], do yourself a favor and [do what you want them to do]*

[What’s the solution? How is the product you’re promoting a solution? Write one or two quick sentences helping your reader imagine a future without their problem.]

[Provide a list of a few benefits that they’ll have in their future, once their problem is solved.] *Ex. Want to see the power of [insert what you’re helping them do]? Let’s do a little math*

* + What if you had….
  + Imagine what a difference it would make when…
  + It can be even better if/when…

[Give them an example of how their future might look]:

* You can use a real life example here from a buyer
* You can talk about your own experience with the product and how it improved your life
* You can also get creative and provide a realistic story about what could happen.

Find out how you can do this: [INSERT LINK]

Include a few sentences that summarizes what they gain if/when they buy.

Again, here is the info and registration link: [INSERT LINK] [include some sense of urgency – limited time offer, etc.]

To your success,

[Your Name]