Email 7 – Final Urgent But Casual Email

SUBJECT IDEA: Just about to log off, but…

Dear [NAME],

Just one last email before I call it a day, I wanted quickly to remind you that... [name of product/promo is ending soon]

[Identify the problem and the solution.] For example, if you’re tired of.... Then...here’s the solution.

[Call to action Sign up now, [INSERT LINK]]

Make sure you take action now, offer ends at [Time offer ends.]

To your success,

[NAME]