***Email 4* – Mistakes to Avoid**

SUBJECT IDEA #1: Avoid these \_\_\_ Common mistakes

SUBJECT IDEA #2: These \_\_\_\_ mistakes are too costly

Hey [NAME],

I’ve been talking about [product you’ve been talking about] a lot lately, but it’s because [insert reason why it’s really powerful to solve the problem].

If you haven’t [signed up, ordered yours, etc.], go here: [INSERT LINK]

I also know it’s possible to figure out [the solution you’re offering] on your own, but when you’ve got [the guidance, the product, whatever is unique about what you’re offering], it’s much easier.

It’s also easier if you know what mistakes to avoid and here are a few:

* Create a bulleted list of the most common mistakes
* And how the reader might solve the problem…including how the problem solves it.
* About 3 problems with solutions is good

And the great news is, you can avoid all this by [buying the product].

[Write a call to action leveraging urgency: For example, time is running out, price will go up soon, we only have 10 products left, etc][INSERT LINK]

To Your Success

[Name]