***Email 1***: Thank You Email – Send Right Away

SUBJECT IDEA: Thank You: Your [insert what you’re giving them]

Hello there [NAME],

Congratulations on taking your first step to [insert problem you’re helping them solve]. If you haven’t already downloaded your free [insert what you’re giving them], do so here: [insert link].

Before you go…

**[Insert headline of special offer you’re making and it’s benefit]**

[Add a description of your offer and why they should take advantage.]

* You can create another bulleted list here of the big benefits and features.
* Or you can write it in conversational/paragraph format.
* Ideally, highlight 3 to 5 benefits to start building excitement for tomorrow’s launch.

[Tell them it’s a limited time offer and give them a link and any coupon code, if required.]

To your success,

[YOUR NAME]