**Email 6 – 24 Hours**

SUBJECT IDEA: 24 Hour Warning: Stop [identify problem reader is having as it relates to your product]

Dear [NAME],

It’s not too late to... [identify the product and the problem it solves] for example, it’s not too late to buy ABC book and secure your financial future.

* Bullet point the benefits
* Of the product again
* You’ve likely listed them before
* In previous emails
* However, it’s a good idea
* To remind them of
* All they have to gain

Sign up now [INSERT LINK]

To your success,

[your name]