***Email 1***: To Be Sent The Night Before The Launch **- Heads Up Email Giving Them Notice**

SUBJECT IDEA 1: Heads up for tomorrow

SUBJECT IDEA 2: Tomorrow: Your Chance for **[List Benefit Here]**

Hey [NAME],

**[Start By Highlighting The Problem The Product Solves]**

Warm up your audience here. Write a few introductory sentences that greet them and address the problem they may be facing.

**[Bulleted List of Pains/Problems the Product Solves]**

Highlight the problem the product solves. Provide easy to read reasons to pay attention,

* Add a bulleted list
* Of the problem.
* What pains are your readers dealing with
* What emotions are they experiencing?

Quick recap and summary of the problem with the promise of a solution.

**[Let Them Know The Solution/Product Is Being Launched Tomorrow]**

Just a quick sentence or two that introduces the solution and promises more information tomorrow.

**[Summary Of The Solution – What Is It? Who Is It By? What Is Their Credibility?]**

Introduce the solution and talk about who created it, what their background is, and why it’s something to pay attention to - build the credibility of the product seller.

**[Features Of The Solution: What Makes It Different? Better?]**

* 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.

**[Reminder – It’s Being Launched Tomorrow]**

Just a quick sentence or two, reminding your reader that the launch is tomorrow and what it promises.

**[Emotional Driven Closing – What Are They Going To Gain? Why Should They Be Excited?]**

Wrap it up with one simple sentence that taps into your reader’s emotions and get them excited for tomorrow.

To your success,

[YOUR NAME]