***Email 2*** – Send at Noon on Launch Day – Goal is to Highlight Benefits and Introduce Product

SUBJECT IDEA 1: As Promised – [Product is launching today]

SUBJECT IDEA 2: Ready for [main benefit product offers]?

Hey [NAME],

**[Announcement – Let them Know That Today Is Launch Day]**

Quick sentence or two announcing the release of the product.

**[Registration Link with Incentive to Click If Available]**

Use urgency if it’s available. For example, spaces are limited, the promotion only lasts a day.

Don’t forget to include your link.

**[Bullet List Why to Sign Up]**

* You might highlight the credibility of the product company or creators
* Also bullet point the benefits.
* What does the product offer?
* How does it solve their problem?

**[Highlight Urgency Again Here: Why Do They Have To Act Now?]**

* limited time price
* registration deadline
* special offer ends
* Limited number of products available

**[Grab Product Now If…Focus On What The Buyer Will Gain When They Buy]**

* Focus on
* What the buyer will gain
* When they buy

**[Get All The Details And Buy/Learn More/ Grab Your Copy Here: [AFFILIATE LINK]]**

Include a call to action here. Keep it simple, direct, and don’t forget your affiliate link.

**[Summarize The Benefits And Include A Motivating Call To Action]**

Conclude with a couple of sentences that pull it all together and summarize the benefits the reader will gain from the product. Don’t forget to include a call to action and your affiliate link.

To your success,

[YOUR NAME]