***Email 3*** – Day Three – Send before noon. Help Your Reader Imagine Their Future with The Product

SUBJECT IDEA 1: What to do with … [What future benefit will your reader gain from buying your product]

SUBJECT IDEA 2: … [What future benefit will your reader gain from buying your product]

– You in on this yet?

Hey [NAME],

**[Identify the Problem Your Reader is Facing]**

Discuss the problem in a conversational sentence or two. How is the problem impacting your reader’s life?

**[Give Them a Solution]**

What’s the solution? How is the product you’re promoting a solution? Write one or two quick sentences helping your reader imagine a future without their problem.

[Bullet Point List of Benefits]

Provide a list of a few benefits that they’ll have in their future, once their problem is solved.

* + What if you had….
  + Imagine what a difference it would make when…
  + It can be even better if/when…

**[Give An Example, How How Their New Future Might Look.]**

* You can use a rea life example here from a buyer
* You can talk about your own experience with the product and how it improved your life
* You can also get creative and provide a realistic story about what could happen.

**[Include a Call To Action]**

Find out how you can do this: [AFFILIATE LINK]

**[Summarize Your Reader’s Future]**

Include a few sentences that summarizes what they gain if/when they buy.

Again, here is the info and registration link: [AFFILIATE LINK]

**[Call To Action: Sense Of Urgency]**

To your success,

[Your Name]