***Email 5* – Day 5 - Mistakes To Avoid Email.**

SUBJECT IDEA #1: Avoid these \_\_\_ Common mistakes

SUBJECT IDEA #2: These \_\_\_\_ mistakes are too costly

Hey [NAME],

**[Address The Product, The Problem It Solves, And The Benefit(S) It Provides]**

Lead your reader into common mistakes people make when using the product

* Create a bulleted list
* Of the most common mistakes
* With a brief paragraph
* That identifies the problem
* And how the reader might solve the problem

A good rule of thumb is 3-5 mistakes.

**[Transition Sentence – What Happens When You Avoid These Common Mistakes?]**

Avoiding these mistakes will help you get the most from....

**[Call To Action]**

Write a call to action leveraging urgency: For example, time is running out, price will go up soon, we only have 10 products left, etc…[Affiliate link]

To Your Success

[Name]