

SUBJECT: As Promised – [Insert product benefit or product name]

Hey [NAME],

We're ready for you, just as promised. Like I mentioned, if you [insert problem or desired outcome], pay close attention to this.

The only catch is [insert scarcity items like limited time offer, limited numbers, etc.].

[sign up/register/pick up/order] this now and you'll discover:

- ✓ Bullet point of benefits
- ✓ Bullet point of benefits
- ✓ Bullet point of benefits
- ✓ Bullet point of benefits

This is the most complete system [or some other descriptor applicable to the product] that includes:

- ✓ List of features that the customer will be interested in. Also try to state a benefit.  
Example: "Step-by-step checklist, so you can take action right away."
- ✓ Feature + Benefit
- ✓ Feature + Benefit
- ✓ Feature + Benefit

Click here to get the complete details and get in on this while you can. [LINK]

If you're tired of [problem your customers are having], don't let it continue. Make the change today.

To your success,  
[YOUR NAME]