

SAMPLE EMAIL

Welcome to **[BRAND]**, **[FIRST NAME]**!

As promised, here's your DISCOUNT CODE: **[discount code – ex: YOUNGER10]**

Use it during checkout to get **[discount percent] % off** your order!

Just this morning, the **[BRAND]** team was talking about how awesome it would be to have **[FIRST NAME]** subscribe to our email newsletter.

And now you're here! Thank you for subscribing!

As a valued subscriber of this newsletter, expect:

- **[benefit of being in the newsletter — ex: Tips on how to stay healthy and look young]**
- **[benefit of being in the newsletter — ex: Exclusive, subscriber-only discounts!]**
- **[benefit of being in the newsletter — ex: Fun activities every now and then]**

And if you haven't yet **[WHAT the product is]** – ex: used an effervescent tablet before or, sat in one of our sofas before], you're in for a treat!

You just **[HOW to get the most out of the product in the simplest way possible]** – ex: drop a **[BRAND]** tablet in a glass of water, wait for it to fizz for a few seconds, and it's ready to drink. Trust me, your body would thank you for it]

Click here to grab your discount.

ILLUSTRATION: SAMPLE EMAIL

Welcome to **Shokz, Jake!**

As promised, here's your DISCOUNT CODE: **SHOKZ10**

Use it during checkout to get **10% off** your order!

Just this morning, the **Shokz** team was talking about how awesome it would be to have **Jake** subscribe to our email newsletter.

And now you're here! Thank you for subscribing!

As a valued subscriber of this newsletter, expect:

- **Training tips to help you get the most out of your workouts**
- **Exclusive subscriber-only deals on the latest Shokz gear**
- **First access to new product launches and limited editions**

And if you haven't yet tried our **bone conduction headphones**, you're in for a treat!

Just put them on, press play, and enjoy your favorite music while staying fully aware of your surroundings. Trust us—your workouts will never feel the same again.

Click here to grab your discount.