**Heads Up Email Template**

To Be Sent the Night Before

SUBJECT IDEA 1: Heads up if you want to [their goal]

SUBJECT IDEA 2: Coming tomorrow 🡪 The Answer To [the problem]

SUBJECT IDEA 3: Tomorrow: Your Chance for [list a benefit here]

**SHORT FORM**

Hi [NAME],

Write a few introductory sentences that warms them up and addresses the problem they face or the goal they are after.

Briefly mention your own experience with it. Then give a short brief about the company or person with the solution.

*Hi Name,*

*I hope you're having a wonderful Tuesday. Just a quick note to keep an eye on your email tomorrow if you're interested in losing weight without having to follow a strict or fad diet.*

*This is what I used to lose 45 pounds last year and it's so simple to do. I can't believe it took so long for me to figure out why I struggled so much with trying to lose weight.*

*The method comes from a brilliant author who spend his whole life struggling to lose weight but finally found the secret to permanent weight loss. He lost over 200 lbs. and has kept it off for the past 7 years. Previously, he only offered the information through personal coaching at a premium price (how I did it), but now he's created an easy-to-follow program you can do from home for a fraction of the cost of personal coaching.*

*I'll let you know the minute this amazing solution becomes available, so watch for an email tomorrow.*

*Talk soon!*

**LONG FORM**

Hi [NAME],

Write a few introductory sentences that warms them up and addresses the problem they face.

Discuss the physical side effects of the problem. Talk about the emotional effects of dealing with the problem. Then, let them know there is a solution.

Introduce the solution in just a couple sentences. Continue by telling them a little about who created it, what their background is, and why this is something your readers should pay attention to. The goal is to build the credibility of the product seller.

Include bullet points that show the top 3-5 benefits readers will receive if they buy and following the method (or whatever the solution requires). Show some of the product features and tell how they benefit the user

Finally, wrap it up with a reminder that the product/service is being released tomorrow. Give them a final thought that taps into their emotions and gets them excited.

To your success,

[YOUR NAME]