**Product Announcement Email Template**

To Be Sent on Launch Day

SUBJECT IDEA 1: It's Live! [their goal]

SUBJECT IDEA 2: Here You Go 🡪 The Answer To [the problem]

SUBJECT IDEA 3: (Look) Banish [problem] Today with this…

Briefly remind them of what you promised yesterday.

*As promised, the program that allowed me to lose 45 lbs. and keep it off.*

Talk about the product in a little more detail than yesterday.

Outline what's included in the product, making sure you tell them how each piece benefits them.

*A 30-day meal prep planner - making it easy to plan and prepare meals with little fuss.*

Help them visualize how life will improve once they solve the problem.

*Imagine playing in the park with your children without huffing and puffing.*

Remind them they can achieve success with their goal.

*Permanent weight loss is possible and it's not as hard as you think. Are you ready?*

Give them a compelling call to action.

*If you're ready to become the person you always wanted to be, click here to get started.*