**Product Follow Up Email Template**

To Be Sent Anytime Between Launch & the Last Day

SUBJECT IDEA 1: Have you seen this [name]?

SUBJECT IDEA 2: My favorite shortcuts to [goal]

SUBJECT IDEA 3: How to get the most from [product]

SUBJECT IDEA 4: Do You Have Any Questions [name]?

This email will be based on what type of message you want to send.

* If you do a 'did you see this' type of message, you can summarize what you put in the previous message, focusing more on the benefits buyers will receive rather than the features and pieces of the product.
* A 'shortcuts' email might include shortcuts you learned while using the product. For example, with weight loss, it might be to meal prep once a week and to store in individual serving containers. It might be to shop at certain times to get the best deals or freshest foods.
* The 'how to get the most" email would also be tips for using the product to its fullest.
* The 'questions' email might just say you're following up to see if they have any questions before they buy. Offer to answer any they have to ensure they are confident in their decision to buy, etc.

Again, adding a compelling call to action at the end.