Video 10 - Email Marketing –

New Product Launch Campaign

At the bottom of this letter, I have included the Apologies Letter, the 2 Demo Invitations and the 3 Event Promotion Invitations. If you want access to the additional emails listed below, I’d love for you to become a member of the Profit Catapult Business School.

Apologies

[Humble Apology Letter (If you haven't been following up)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/apology/apology.html)

Demo Invitation

[Invitation To A Demo of Your Product](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/demo-invitation/demo_invitation_1.html)

[Invitation To A Free Demo of Your Product (See for yourself)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/demo-invitation/demo_invitation_2.html)

Event Promotion

[Step 1 - Initial Invite](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/event-promotion/event_promotion_1.html)

[Step 2 - 2nd Invite](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/event-promotion/event_promotion_2.html)

[Step 3 - 3rd Invite](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/event-promotion/event_promotion_3.html)

## Event Registration

[Follow Up - Email 1 - Successful Registration](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/event-registration/event_registration_1.html)

[Follow Up - Email 2 - 2 Week Reminder](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/event-registration/event_registration_2.html)

[Follow Up - Email 3 - 1 Week Reminder](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/event-registration/event_registration_3.html)

[Follow Up - Email 4 - 1 Week Reminder](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/event-registration/event_registration_4.html)

## Free Offer Promotions

[Promotion for a FREE DVD (version 1)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-offer-promotions/free_offer_promotions_1.html)

[Promotion for a FREE DVD (version 2 - Let us prove it)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-offer-promotions/free_offer_promotions_2.html)

[Promotion for a FREE Gift (For scheduling an appointment)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-offer-promotions/free_offer_promotions_3.html)

[Promotion for a FREE Gift (For Calling Us)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-offer-promotions/free_offer_promotions_4.html)

[Promotion for a FREE Gift (For Clicking The Double Opt-In Link)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-offer-promotions/free_offer_promotions_5.html)

[Promotion for a FREE Gift (For Coming In)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-offer-promotions/free_offer_promotions_6.html)

[Promotion for a FREE REPORT (downloadable)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-offer-promotions/free_offer_promotions_7.html)

## Free Report Request

[Free Report To Appointment - Step 1 - Confirm Request](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_1.html)

[Free Report To Appointment - Step 2 - Appt Request](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_2.html)

[Free Report To Appointment - Step 3 - 2nd Appt Request](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_3.html)

[Free Report To Purchase - Step 1 - Confirm Request](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_4.html)

[Free Report To Purchase - Step 2 - Present Offer](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_5.html)

[Free Report To Purchase - Step 3 - This offer will expire](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_6.html)

[Free Report To Purchase - Step 4 - Intro Special Offer](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_7.html)

[Free Report To Purchase - Step 5 - Reminder of Special Offer](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_8.html)

[Free Report To Purchase - Step 6 - 2 Days Left](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_9.html)

[Free Report To Purchase - Step 7 - Offer Ends Today](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/free-report-request/free_report_request_10.html)

## Monthly Promotions

[January](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/monthly-promotions/monthly_promotions_3.html)

[February](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/monthly-promotions/monthly_promotions_2.html)

[March](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/monthly-promotions/monthly_promotions_4.html)

[April](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/monthly-promotions/monthly_promotions_1.html)

[September (USA)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/monthly-promotions/monthly_promotions_6.html)

[October](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/monthly-promotions/monthly_promotions_5.html)

## New Customer Welcome

[Step 1 - Welcome](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_3.html)

[Step 1v2 - Welcome](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_2.html)

[Step 2 - Resources](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_5.html)

[Step 2 - Additional Resources](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_4.html)

[Step 3 - Buyers Remorse](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_6.html)

[Step 3 - Testimonials](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_7.html)

[Step 4 - Free Gift Coming](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_8.html)

[Step 5 - The Gift](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_9.html)

[Step 6 - Did You Get The Gift?](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_10.html)

[Step 7 - Simple Check-Up](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_11.html)

[Step 7 - Survey](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_12.html)

[Step 8 - Refer a Friend](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_13.html)

[Step 8 - Survey](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_14.html)

[Step 9 - Refer a friend](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_15.html)

[Step 9 - What More?](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_16.html)

[Step 10 FREE Information](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_17.html)

[Step 11 - Upsell/Cross-sell](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_18.html)

[Step 12 - Offer Follow Up](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_19.html)

[Step 13 - What More Can We Do?](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/new-customer-welcome/new_customer_welcome_20.html)

## Newsletter Double Opt-In

[Default Double Opt-in Email](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/newsletter-double-opt-in/newsletter_double_opt_in_1.html)

[Default Newsletter Double Opt-in Email](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/newsletter-double-opt-in/newsletter_double_opt_in_2.html)

## Please Contact

[Just Left a Message -- Please Call Me Back](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/please-contact/please_contact.html)

## Press Release

[Sample: Press Release](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/press-release/press_release.html)

## Reactivate Lost Customers

[Step 1 - Un-happy Anniversary](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/reactivate-lost-customers/reactivate_lost_customers_1.html)

[Step 2 - Testimonial Reinforcement](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/reactivate-lost-customers/reactivate_lost_customers_2.html)

[Step 3 - Offer Extension](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/reactivate-lost-customers/reactivate_lost_customers_3.html)

## Request For Information

[Follow Up To Info Request - Step 1 - Here's the information](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/request-for-information/request_for_information_1.html)

[Follow Up To Info Request - Step 2 - Phone Call](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/request-for-information/request_for_information_2.html)

[Follow Up To Info Request - Step 3 - Special Offer](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/request-for-information/request_for_information_3.html)

[Follow Up To Info Request - Step 4 - Offer Follow Up](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/request-for-information/request_for_information_4.html)

## Request Referrals

[Promotion To Request Referrals](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/request-referrals/request_referrals.html)

## Request Testimonials

[Testimonial Request Letter (Send To New/Existing Customers)](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/request-testimonial/request_testimonials.html)

## Teleseminar / Webinar Promotion

[Step 1 - Initial Invitation](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/teleseminar-webinar-promotion/teleseminar_webinar_promotion_1.html)

[Step 2 - Second Invite](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/teleseminar-webinar-promotion/teleseminar_webinar_promotion_2.html)

[Step 3 - Third Invite](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/teleseminar-webinar-promotion/teleseminar_webinar_promotion_3.html)

## Tickler Sequence

[Step 1 - Thank You!](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/tickler-sequence/tickler_sequence_1.html)

[Step 2 - Following Up](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/tickler-sequence/tickler_sequence_2.html)

[Step 3 - Touching Base](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/tickler-sequence/tickler_sequence_3.html)

[Step 4 - How Can I Help](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/tickler-sequence/tickler_sequence_4.html)

[Step 5 - I'm Surprised!](http://dn9lu4lqda9r4.cloudfront.net/businesscoachingsite/previews/email-library/new-product-launch-campaign/tickler-sequence/tickler_sequence_5.html)

Apologies Email:

# SAMPLE: Humble Apology Letter (If you haven't been following up)

My Humble Apology

My Humble Apology (And Peace Offering)

Dear [FIRSTNAME],

This is XXXX- {Owner's Name, ex: Lonnie E. Green} with XXXX- {Lawnscapers}. You may be wondering why I'm contacting you (after going so long without any interaction with you.)  Please let me explain.

I recently discovered a problem with my business- one I had never expected. I Have Lost Touch With The Most Important Person In My Business - YOU!  It's tough to admit when you're wrong, but in the flurry of running a business, sometimes your priorities can get a little mixed up.  That's what happened with me.

And that's why I want to make you this personal guarantee:

XXXX- {What is your promise, ex: I will follow-up with you every month or I'll mow your lawn for 3 months- absolutely free!}

I hope this helps you understand how serious I am about maintaining an ongoing relationship with you.

In fact, I recently invested in a system that will enable me to deliver important and urgent information to you in a timely and consistent manner. I will be sending you articles on current affairs, coupons, discounts for services, and other information that I believe you will find useful.

Please accept my apology for not staying in closer contact. I hope you give me a chance to re-prove myself and provide for all of your XXXX- {What you provide, ex: landscaping} needs.

Thanks for being such a great client!

Sincerely,

XXXX- {Owner's Name, ex: Lonnie E. Green}

XXXX- {Title and company, ex: Owner, Lawnscapers}

# SAMPLE: Invitation To A Demo of Your Product

Discover the XXXX- {Descriptive word, ex: Power}

Experience The XXXX- {Descriptive word, ex: Power} For Yourself!

Dear [FIRSTNAME],

XXXX- {Testimonial, ex: The Muscle Multiplier is the leading workout tool on the market. In as little as 6 weeks, I was competing in-and winning- body building competitions. I've never experienced results like this before, and I'm having a great time doing it!}

Now you, too, can experience the XXXX- {Descriptive word, ex: Power} of this amazing XXXX- {Product/Service}!

In a brief, informative demo you will find out:

* XXXX- {Benefit 1, ex: The all-in-one tool for building a perfect body}
* XXXX- {Benefit 2, ex: Easy ways to get your body in the best health of your life}
* XXXX- {Benefit 3, ex: The best way to develop muscles your friends will envy}

This demo is exclusively for people like you. People who XXXX- {Characteristic of your contacts, ex: are serious about building bodies like those seen in Hollywood.}

So, on XXXX- {Give the demo details, ex:  
Friday, June 12th  
1:00 P.M. EST

You're invited to join us online for the best proof we can  give you}

Don't let XXXX- {Describe some fears, ex: flabby under arms, round tummies, and dimpled legs prevent you from being the person you know you are.}

Join us for the FREE demo and start seeing a difference today!

Registering for the demo is easy. XXXX- {Method for registering, ex: Click on the link below and you will instantly be registered for this event!}

Discover once and for all what everyone is raving about!

Sincerely,

XXXX- {President's Name, ex: Mike Strong}

XXXX- {Title and company, ex: President, Ridiculous Muscle Inc}

P.S. Because demos fill up quickly, be sure not to miss your chance to join us. Register today!

**SAMPLE: Invitation To A Free Demo of Your Product (See for yourself)**

The best proof we can offer

Dear [FIRSTNAME],

You know, I could tell you all day how wonderful our XXXX- {Product or service} is. I could tell you that with this XXXX- {Product or service} you can:

* XXXX- {Benefit 1, ex: Turn those flabby ads into a washboard stomach}
* XXXX- {Benefit 2, ex: Develop even those tiny, hidden muscles}
* XXXX- {Benefit 3, ex: Get in the best shape of your life}
* And so much more!

I can tell you again and again that you can XXXX- {Promise, ex: Get the body you always wanted in as little as 6 weeks!}

However, I've always believed that the best proof, is the proof you can see. That is why you are exclusively invited to join us for a FREE demo of the XXXX- {Name the product or service, ex: The Muscle Multiplier!}

The demo will be held:

XXXX- {Day, time, etc  
Friday, June 12th  
1:00 P.M. EST}

If for any reason you cannot attend this demo, you can XXXX- {Alternative option, ex: Call one of our sales reps and schedule a special, one-on-one demonstration.}

You see, we are dedicated to helping you meet your needs. Let us SHOW you exactly how we can do that.

To sign up for this demo, simply XXXX- {Method of registration, ex: fill out the form below and we will send you an email with all of the demo details!}

We look forward to seeing you!

Sincerely,

XXXX- {President's Name, ex: Johnny Strong}

XXXX- {Title and company, ex: President, Ridiculous Muscle Inc}

P.S. Demo slots often fill up quickly. Don't miss your chance to see the proof of this amazing XXXX- {Product or Service}. Sign up today!

**Event Promotion - Step 1 - Initial Invite**

Join us for an incredible event

Are You Coming to the Biggest XXXX-{Type of Event, ex: Gardening} Event of the Year?

Dear [FIRSTNAME],

Because you're on our list, I know one thing about you...you're serious about XXXX-{Topic at the Event, ex: Gardening-}. In fact, you're undoubtedly one of those people who:

* XXX-{Characteristic 1 of interested person, ex: Has more plants in your kitchen than dishes}
* XXXX-{Characteristic 2 of interested person, ex: Frequently checks their thumb to see if it's turned green-}
* XXXX-{Characteristic 3 of interested person, ex: Occasionally gets caught talking to the bushes-}

And, we're so glad you share our passion!

That is why you are exclusively invited to join us for the biggest XXXX-{Name your event, ex: Gardening-} event of the year!

You see, lots of people claim to have an interest in XXXX-{Name your service or product type, ex: Botany-} However, not many people XXXX-{Name another characteristic of someone who uses your products/services, ex: Have a bumper sticker that says, I'd rather be gardening-}

And, only a precious few individuals understand the necessity of XXXX-{Another characteristic, ex: really immersing themselves in the dirt-}

So, you MUST be a part of this upcoming event.

On XXXX-{Name the date, ex: June 10th-} a powerful team of experts and gurus will be on their way to XXXX-{Name the city and state, ex: Phoenix, AZ-}. And, they want to see you! During this incredible event, you will discover:

* XXXX-{Benefit 1, ex: 3 secrets for getting any plant to grow in almost any climate-}
* XXXX-{Benefit 2, ex: The top 10 reasons you need a mulching kit-}
* XXXX-{Benefit 3, ex: Proven techniques for splicing almost any branch-}
* And so much more!

This is a fantastic opportunity. But only a limited number of tickets will be sold, so don't delay, purchase your tickets today!

XXXX-{Give the method of purchase, ex: Simply call us at 000-000-0000, or log on to www.gardeningevent.com-}

Remember, the event it coming soon. Don't hesitate! Buy your tickets now!

Sincerely,

XXXX-{President's Name, ex: Rose E. Petals-}

XXXX-{Title and Company, ex: President, Pots and Plants-}

**Event Promotion - Step 2 - 2nd Invite**

Become an expert

Join Other Serious XXXX-{Type of people who attend event, ex: Gardeners-} For This HUGE Event!

Dear [FIRSTNAME],

How would you like to:

* XXXX-{Topic at the event, ex: Grow tropical trees in desert climates?-}
* XXXX-{Topic at the event, ex: Sprout your seeds twice as fast?-}
* XXXX-{Topic at the event, ex: Make plant-based costumes for Halloween?-}

Well, these are just a few of the things you will discover when you attend the biggest, (and best!) XXXX-{Type of Event, ex: gardening-} event of the year!

We want people like you at this event. So, you absolutely MUST come. In fact, to make sure we have the right people there, we're going to make you a special offer you absolutely can't pass up.

So, if you purchase your ticket within the next week, we're going to give you:

XXXX-{Special Offer, ex: $19.95 off your admission price

That's a 25% savings!-}

But, wait a minute. Because we value your attendance, we're going to sweetin' the deal. Right now, when you purchase your own ticket XXXX-{Remind about the "deal", ex: at the very low price of $49.99-}, we're going to give you XXXX-Another benefit if the "offer", ex: a second ticket for the same low price!

XXXX-{Recap the deal, ex: That's two admission tickets for the low price of $99.98. In other words, you get a $39.90 savings just for bringing someone with you!-}

This event is going to be absolutely spectacular. So, stop everything your doing and XXXX-{Method of Purchase, ex: Call our ticket office at 000-000-0000.-}

Can't wait to have you there!

Sincerely,

XXXX-{President's Name, ex: Rose E. Petals-}

XXXX-{Title and Company, ex: President, Pots and Plants-}

P.S. This deal will only be available for a few days. Don't wait to take advantage of this great opportunity!

**Event Promotion - Step 3 - 3rd Invite**

Don't miss your chance

Don't Miss Your Chance to XXXX-{Purpose of the event, ex: Become An Expert Gardener-}

Dear [FIRSTNAME],

Have I mentioned yet that we want you at the best XXXX-{Type of event, ex: gardening-} event of the year?

On, XXXX-{Date and Time, ex: June 10th, from 11:00 a.m. to 5:00. p.m.-} we'll have experts and gurus ready to teach you more secrets than you could possibly use!

As you already know, at this event you will discover:

* XXXX-{Benefit or Topic 1, ex: The fastest way to get rid of weeds in your garden-}
* XXXX-{Benefit or Topic 2, ex: Simple tricks for keeping your flowers in bloom-}
* XXXX-{Benefit or Topic 3, ex: Secrets for creating a more beautiful garden than your neighbor-}

And, in order to get you there, we offered you a special deal. As long as you purchase your ticket to this event within the next three days, you receive:

XXXX-{Describe the deal, ex: 25% off a ticket for you, and an additional 25% of a ticket for a friend. That's a savings of $39.90!-}

This is a great opportunity, and one which should not be missed!

Purchase your tickets today by XXXX-{Explain how to purchase tickets, ex: calling our sales team at 000-000-0000. Or, buy online at: www.potsandplants.com-}

Sincerely,

XXXX-{President's Name, Rose E. Petals-}

XXXX-{Title and Company, ex: President, Pots and Plants-}

P.S. This is the absolute last chance you have to take advantage of this offer. In three days we will return to our regular pricing! Make your purchase now!

When you become a member of The Profit Catapult Business School, here is what you will have access to:

This program is the perfect combination of done-for-you marketing resources, tools and live support to help you…

* Overcome any financial distress you're presently experiencing
* Learn the strategies you need to immediately generate more leads and attract more clients
* Get laser-focused on your highest income-producing activities
* Develop & then apply the proven marketing fundamentals that build multimillion-dollar businesses
* Gain direct access to top marketing experts through the weekly Group Coaching sessions

This online system and the done-for-you resources and tools are a total game changer for you.

The only thing left to do was to price it so all small business owners could easily afford it…even financially distressed business owners. So, I did exactly that:

No Annual Fee

No Set Up Fee

No Registration Fee

No Access Fee

No Contracts to Sign

No Long Term Commitment

No Hassles

That’s right. You get it ALL , risk-free, for only $97 a month!

**Click here to Become a Member of the Profit Catapult Business School:**

[www.nobsmarketingmeeting.com/partners/Pitt-North-Chamber.php](http://www.nobsmarketingmeeting.com/partners/Pitt-North-Chamber.php)

# Contact Info:

For all my best tips, tricks and marketing resources, visit

[www.nobsmarketingmeeting.com/partners/Pitt-North-Chamber.php](http://www.nobsmarketingmeeting.com/partners/Pitt-North-Chamber.php)

BONUS: Do you live in the Pittsburgh area and want to learn these strategies, tool and tactics in person? Then check out my No BS Marketing Meeting! This monthly event is 100% focused on giving you the tools, strategies, and personalized feedback so you can skyrocket your business.

Meetings include:

* Special presentations by me, Becky Auer and my Chapter Director, Weston Lyon
* Hot Seats & Member Spotlights
* Exclusive meet & greet with my team to answer your questions about marketing strategies and growing your business.

Each meeting is recorded so in case you cannot make it to the meeting, you have access to all the same strategies and great content each month, from the comfort of your own home or office!

You can get more information at [**www.NoBSMarketingMeeting.com**](http://www.NoBSMarketingMeeting.com) or [**www.BeckyAuer.com**](http://www.BeckyAuer.com).

