



## Product Sample Email Campaign – DO NOT COPY – COPYRIGHT PROTECTED

---

### [EMAIL #1 – DAY 0]

**Subj: [Special Offer Inside] Yesss, gorgeous things come to bold women ...**

Yesss, high fives and applause for joining the ABC PRODUCT community of other sassy women who crave a polished, professional and unique look that commands attention in every room they enter.

Before I share the perks of joining us, please allow me to toss virtual confetti and congratulate you for:

*Being brave* (it takes lots of courage to say YES!)


*Taking initiative* (you are one step closer to swimming out of the sea of style sameness and blah looks)

*And trusting me* to keep my promise to deliver show-stopping jewelry and accessories that compliment your natural fly-girl swag.

As a member of our illustrious community, you'll be the first to know about:

- New product arrivals
- Beautiful offers for beautiful people like you
- Limited time discounts and coupon codes
- Latest trends in the wonderful world of jewelry and accessories
- And much more.

And with that, let me drop your first (of many) perks ...





[COUPON CODE HERE]

This exclusive code unlocks a 10% savings off your first purchase in the ABC PRODUCT store.

So as the late-great Prince would say, “let’s go crazy ...”

Fly-girl jewelry, shoes, handbags and sunglasses await your arrival. (Oh, and be sure to check out the one-of-a-kind pieces too. 😊)

Go here now:

[STORE LINK HERE]

Once again, thank you for joining my community. I look forward to seeing how you rock your boldness.

[SIGN OFF]



## [EMAIL #2 – DAY 1]

### **Subj: bold and boujee**

Heyyy, meet “River.” River is an opinionated public relations powerhouse from Brooklyn, NY. She flutters around networking events proudly wearing her “social butterfly” title and she drenches every conversation with her sweet, energetic and sophisticated personality.

When she’s not in PR mode, you’ll find her relaxing to a little jazz or rap music when she needs some “I-can-do-anything” motivation.

The bottom line:

River is “bold and boujee” in every sense.

But River has a problem ...

Her external style doesn’t quite match her inner fly girl. Now, don’t get me wrong, River can put together a bangin’ piece, but lately, her style scene is boring.

But River has a problem ...

Her external style doesn’t quite match her inner fly girl. Now, don’t get me wrong, River can put together a bangin’ piece, but here lately, the style scene is boring.

And before discovering ABC PRODUCT, River often asked herself:

*Like for real ... how many strings of pearls, gold hoop earrings and multi-colored bangle bracelets can a girl wear before they send her to lullaby land?*



And you likely joined this community because you're ready to step outside the same ole' styles and rock some signature pieces that let the world know your inner fly girl has arrived.

Now, if that's why you're here ... trust me when I say my collection will NOT disappoint.

Whether you're looking for a unique necklace to rock at that upcoming business event or a bold and sassy pair of heels to work the stage in, this is where you'll find exactly what you're looking for:

**[STORE LINK HERE]**

**[INSERT SIGN OFF]**

***P.S. Don't forget to use the coupon code I slid over to you yesterday: [insert coupon code]. You only have a few more days before your savings disappear. Shop now => [insert store link]***



### [EMAIL #3 – DAY 3]

**Subj: Uh oh, you're about to miss out, sis ...**

A couple of days ago, I gave you a special coupon code for joining our ABC PRODUCT community.

Have you used it yet?

If not, you wanna grab it now and here's why:

48 hours have already passed, leaving you with just a few more days to look through the wide selection of fly-girl pieces and choose a piece (or 5) that compliments your swag.

And with so much to choose from, trust me you'll need some time to get through this candy store of bold, show-stopping jewelry, handbags, sunglasses and shoes.

So, let's not waste any more time. Here's what you wanna do today:

1. Click here to get teleported over to the store.
2. Add some pieces to your cart.
3. Enter your exclusive coupon code: **[INSERT CODE]**
4. And boom – watch your prices drop it low.

Remember, your **special code gives you a 10% discount** **[link green highlighted text to store page]** on any purchase you make.

Once again, thank you for joining our family of bold showstoppers where we say NO to blah and boring styles.

**[INSERT SIGN OFF]**



**[EMAIL #4 – DAY 4]**

**Subj: You'd rock the mess outta this ...**

Heyy girl heyyy,

OMG, we just added some new pieces to the collection and if you're the fly girl I think you are, you're gonna rock the mess outta these pieces.

Step inside the store now and check out what my team just dropped in the "New" section:

- Sharese Sinclair Beaded Necklace (Page 1)
- NaGena Pendant Necklace (Page 1)
- Bronx Girl Necklace (Page 3)
- Candice Cuff Bracelet (Page 3)
- Lexi Drop Earrings (Page 4)
- Rosie CatEye Sunglasses (Page 4)
- Cora Spiral Necklace (Page 10)
- Marsena Diamond Drops Earrings (Page 10)

Ahhhh, we have so many new pieces to choose from, you gotta grab your coupon code **[insert code]** and go check them out for yourself:

**[insert store link]**

See ya inside the store!

**[SIGN OFF]**

***P.S. Remember your exclusive coupon code gives you 10% off your purchase and it expires TODAY.***



## [EMAIL #5 – DAY 5]

### Subj: Wow, they're gossiping behind my back

Now, gossip can be a gorgeous thing when women say things like this about you:



**Anjail Mitchell** reviewed **Bold Addictions** — 5★



December 18, 2017 · 🌐

Great jewelry and excellent communicative customer service, being a black female owned business is a SUPER PLUS! I highly recommend that you check out the site and order something BOLD today!



**Ashontay Sage Hubbard** reviewed **Bold Addictions** — 5★



November 9, 2017 · 🌐

Amazing jewelry! So many exclusive pieces to choose from! ☑ am loving the array of color selections for each collection! On point and so on trend!



**Tonika Davenport** reviewed **Bold Addictions** — 5★

November 11, 2017 · 🌐

If you want your jewelry to be as bold as your personality this is definitely the place for it! The array of styles, colors, and shapes allow for you to shine when you step into any room. You can choose from statement pieces to everyday things to wear.



**Juanita Nicholls** reviewed **Bold Addictions** — 5★

January 8 · 🌐

I received my first beautiful package from Bold Addictions today and believe me ... this is the kind of stuff you can get hooked on. If you think the stuff is pretty on line well it's twice as beautiful in person. I'm hooked . I also need to mention that their customer service is so attentive and they make you feel extra special. Love you ❤️ Bold Addictions.

And I have tons more of testimonials like this in my inbox.

These are the receipts that demonstrate my commitment to providing an exceptional experience when you buy from ABC PRODUCT.

You can trust me to respect your investment.

You can trust me to deliver your purchase on time.

And you can trust me to always carry pieces that accentuate your fly-girl swag.

Now, if you haven't had a chance to check out the store yet, **shop now: [link green highlighted text to store page]**

Of course, you can go off of what Anjail, Ashontay, Tonika, Juanita and many others have said about ABC PRODUCT, but there's nothing like stepping into our online store and seeing it all for yourself.





Check out our gorgeous, head-turning collection of jewelry, handbags, sunglasses and shoes today:

[insert store link]

Happy shopping!

[SIGN OFF]

***P.S. You have just 24 hours left to use your special save on your purchase. Enter code [insert code] at checkout and watch your final price drop.***



**[EMAIL #6 – DAY 6]**

**Subj: Being bold ain't easy ...**

... But somebody's gotta do it. Real talk ... before giving birth to ABC PRODUCT in July 2017, I had no idea what to expect.

All I knew was I wanted a place where fly girls like you could find affordable show-stopping shoes, jewelry, handbags and sunglasses that represent your "bold and boujee" swag.

And today, ABC PRODUCT has become that place for Anjail, Ashontay, Tonika, Juanita and all the other women who can relate to the bold and sassy woman named "River" I introduced to you a few days ago.

We do things different here ...

We rock styles that reflect our inner spirit.

We pair bold and brightly colored bangles with yoga pants.

And we lace our necks with multicolored pearls to breathe new life into denim.

The bottom line is this:

We say NO to boring and blah styles.

And because of that 89% of my customers come back again and again to shop our bold collections of jewelry, handbags, shoes and sunglasses.

Here's why they say they're hooked on ABC PRODUCT:



- My products are of the highest possible quality.
- My prices are more affordable than competitors.
- My fast and careful delivery is incredible.
- My customer support is superb.

And my team and I always go the extra mile to make our customers smile.

Now, you may have noticed some of this if you've already placed your first order.

But if you haven't, there's no time like the present to get your style poppin'.

Shop now:

[insert store link]

Here's to bold new styles,

[SIGN OFF]



**[EMAIL #7 – DAY 7]**

**Subj: tick tock ... your special offer ends today**

Welp, in the words of Boyz II Men, “we’ve come to the end of road” for your special 10% discount:

[insert code]

At 11:59 p.m. CST today, your exclusive offer goes poof. And with the collection sneak peek I shared yesterday, I know you don’t want that to happen.

**Shop now.** [link green highlighted text to store page]

Now, even when the special code expires, please know you’ll remain a member of our illustrious family of bold showstoppers who say NO to blah and boring styles.

I know you’re a fly girl simply because you took the brazen step to join us.

And that level of outside-the-box stuntin’ deserves to be rewarded. So be sure to stay tuned to your inbox for more special offers and deals.

Now, if you absolutely can’t wait until my next email, I invite you to step inside the store whenever you get the itch to swim outside the sea of sameness.

We’re here 24/7 to drench you in unique, head-turning pieces.

Welcome to the fam, sis!

[SIGN OFF]