

WHO AM I WRITING TO:

A person who just signed up for an email list on the website or link tree ran by this company. Early to mid 30s woman who is starting to become more health concise and has decided that tea is part of that.

WHERE ARE THEY:

They are at the point where they know that tea is a healthier alternative but they're lost in the sauce so to speak with all the different types and benefits and flavors. They want to figure out which tea and why

WHERE DO THEY NEED TO GO:

They need to be convinced to go to the website and influenced from there to buy the product that is right for them

HOW:

Grab attention,

Push said attention toward clicking the link at the bottom of the email

SL: WELCOME!



Welcome [name]

We started our journey in Toronto Canada in 2018 and since have been obsessed with bringing you the best tasting teas that are the best for you. We assure this by making every blend by hand, the way it has been done for thousands of years. By slowing our pace and focusing on the therapeutic nature of tea we hope to prove a simple cup of tea can change your world.

Since 2018 we have grown to serve people far and wide while remaining true to our values. A happy, healthy, hydrated YOU.

We also want to extend our welcome just a bit further and offer you 15% off your first order.

Just use the code CODE1234 at checkout.

Click the link below to go to our website and find YOUR perfect tea mix

Warmly,
Kara

WEBSITE LINK

MY REVIEW:

- No steps(none of do this then this)
- Doesn't build any sort of intrigue
- After the first part, it is just unorganized
- The tonality could be more uplifting
- Focuses on the business more than the customer