

Welcome E-Mail

From: Volkswagen

To: receiver of the free book

Subject: 5 reasons why you just made the right decision!

Number 1: you just got yourself a free E-Book on “**How to avoid getting smashed in the Winter!**”

Link: <inputlink>

Number 2:

you didn't sign up just for a free E-Book, but also for a **FREE LESSON** every day to give you the knowledge necessary to keep your car safe!

Number 3:

Every month you get Information about the most important statistics about Cars and their drivers.

Number 4:

You get access to our **MEMBERS ONLY** Online shop.

Number 5:

You get a 20% Discount for your first Order by using this Promo Code: **FIRSTTIMEBUY123**

Drive safe

Volkswagen

2nd E-Mail sequence:

From: Volkswagen

To: receiver of the free book

Subject: I stepped outside and could not believe my eyes!

A raging snowstorm and my car is just standing there, fully covered in snow.

It is 7:30 am and I am already getting late for Work.

I didn't even get out my winter Jacket, gloves, or anything so I went back inside and put them on.

I tried to open my car to look for the Icescratcher inside but it wouldn't let me in because it was frozen.

Now I was standing there, feeling cold, stressed and really frustrated because I was just not prepared.

One year later a similar scenario: 7:30 am I am running late for work. I get outside and it is again a raging snowstorm. 7:35 I am on the highway sitting in my car, driving to work - no cold, no stress, no frustration.

How?

The Solution is easy:

[Click this link and find out.](#)

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From: Volkswagen

To: receiver of the free book

Subject: WARNING if you forget to prepare your car for the winter it could get very expensive!

Why is your car still not prepared for this winter?
You read the E-Book but are still unable to act on it?

You know winter is coming; you know winter is gonna hit you; only fools wait until the first snow arrives to get ready for winter!

Do you want to know the secret checklist most successful men are using for preparation?
Did you know that there are certain products that can ruin your car instead of helping you with preparation?

We at Volkswagen have the knowledge to teach you these secrets.

[Click here if you read the E-Book and want to learn EVERYTHING you need to know about preparing your car for winter!](#)

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