

Email sequence for Bombas

Email 1

Subject line - Tell me a brand that donates 1 item for every item sold...mind gone blank?

YOU'RE IN



We are always excited to welcome a new member into our ever-growing business and charity, that believes in providing quality products while also giving back to the community.

We here at Bombas would like to inform, that being a member of this reciprocal company means you are eligible for deals, discounts, rewards, and news regarding the heartwarming past and future of this altruistic and lucrative business that we are so proud of.

Make sure you have your notifications turned on so you never miss a deal, discount, or any of our quality products that will make their way to you and to those in need.

Each email sent and product sold is a small step closer to the eventual eradication of poverty.

One pair purchased = One pair donated.

If you would like a reality check, check your inbox.

Your free pair as promised:

<https://shop.bombas.com/pages/sharing>

**Thank you for joining us on our
Mission to give back.**



Email 2

Subject line - Some people have no place to call home. .

You're reading this on a computer/device, this therefore means you have a device, WI-FI, a wall to charge your device, power to charge said device and anything else that is implicated with owning a relatively expensive device. By the sound of it you're an unbelievably fortunate individual.

Widen your world view for 5 minutes and realise that there are people, way...way less fortunate than you. My friend, Sandy, for years went from homeless shelter to homeless shelter, foodbank to foodbank, everything had been taken and/or lost, a lot more than his WI-FI and Kindle. Only the clothes on his back and rags on his feet remained. WI-FI, devices, car, job, home, family all of it had been stripped from his possession entirely.

The smile you see on a persons face, who has just been giving something we, the fortunate, would consider so small and meaningless really is tear jerking.

This company has created that eye watering smile many times for many people.

100 million + items of clothing donated since 2013 launch.

Always give back when you can:

<https://www.youtube.com/watch?v=N6SV2ioRSIQ>



Email 3

Subject line - Two Birds One Shark

Shark Tank. The name itself creates quite the ominous feeling. Swimming in amongst predators that see you as a snack and that are completely devoid of the mechanisms necessary to care whether you live or die...brutally..

Randy Goldberg and David Heath, the founders, asked (and answered) a very basic, but clearly disregarded question. Why were socks the **number 1** most requested item in homeless shelters? This question could only be answered one way - by creating the best socks they possibly could, to donate as many socks as they possibly could. After squeezing a deal with Daymond John, "The Fashion Guru", Randy and David are now - I would imagine - laughing at Daymond's fellow sharks/fish after recently donating (and Selling) over 35 million pairs of socks to those in need.

I am not a Shark Tank or Reality TV fan...BUT:

<https://www.youtube.com/watch?v=WpPhs7OipzQ>

Email 4

Subject line - Awkwardness really can come from anywhere

Check out Daniel's outfit. Designer jacket, pricey pants, fancy jumper, expensive t-shirt. "Come in Dan and make yourself comfy". **Dan** removes his shoes only for everyone to behold...

Some damp, sweaty, worn, ratty looking, cheese smelling, holy bits of material plastered onto his trench foot looking feet.

Of course the **host** of this - now awkward because of socks - gathering is the "snazzy" type and cant help but parade their soft, warm looking, pristine, dove-white, elegant socks.

Who would have thought socks could create such a tension filled environment. Side glances, rapid head jerks at the opposing pairs...I really don't think Dan is enjoying himself. His face, similar to the kids who always forgot gym kit at school and now has to wear a crop top and hot pants. Those gym teachers were ruthless.

Did I tell you Bombas is Latin for "Bee"? (hence the logo).

Bombas Dan or Bombas the host:

<https://shop.bombas.com/>



