

EMAIL 1

WELCOME, "NAME"

Hey, "name",

Welcome to our equestrian community! It's an absolute pleasure to have you here. Whether you're a professional or amateur rider or simply someone who loves the equestrian world, what matters is that you have a **passion** for it.

Get ready to discover some of the most valuable insights that EQUESTRO riders have learned.

A lot of **exciting surprises** await you, but for now, here is your free discount code:

USE XXXXX for XX% discount

Warm regards from the EQUESTRO team.
RIDE IT, LIVE IT.

EMAIL 2

Brand discovery story
value email

EMAIL 3 (PAS)

THE SECRETS TO IMPROVE QUICKLY AS A RIDER

We all have been talking to someone who thinks that riding is easy.

Ordinary people think that to ride, you just need to sit on the horse, guide it with the reins, and use your legs to go forward.

Riding is NOT easy.

It requires patience, feeling, and technique.

Months, years, decades of constant practice.

However...

What would you say if I told you there's a simple way to make rapid progress in your riding without running into all the usual frustrations and roadblocks?

If you're **angry** at yourself for not progressing as quickly as you'd like to, then you need to understand the 6 crucial steps to becoming successful as a horse rider:

- Find the RIGHT GUIDANCE
- Master the FUNDAMENTALS
- Overcome FEAR
- Build CONFIDENCE
- Conquer COMPETITIONS
- Become PROFESSIONAL

We will talk deeply about that in tomorrow's email. Don't miss it.

Your EQUESTRO team

PS: If you want to discover our new promos, [click here to go to our website](#)

EMAIL 4 (Cta→ free value + products that they need)