

Product - <https://drive.google.com/drive/folders/11bGJkOSOX6Z7jnkQja1hIGHK9iXeGrXS>

Product is a canned drink that alleviates stress + anxiety

Landing page pretty much promises a free guide to productivity and entering flowstate

Take the landing page you wrote for you last mission,

And write a welcome email sequence (3-5 emails) driving readers to purchase the associated product

Email One:

Subject Line: Welcome to Recess Drinks (Customer Name) !

(Customer Name), Welcome to Recess Drinks!

Thank **you** for signing up for our free guide to productivity!

Never be unproductive ever again...

Laziness, stress, procrastination.

There are so many factors that negatively influence our daily productivity...

And the only way to sharpen your instinct and enter that state of flow is to master the art of calmness and patience.

By the end of this guide, you'll have a **step-by-step plan to enter the flow state** and have the motivation and mindset to power through whatever goals and obstacles are in your way.

This is a huge deal, and you're going to want to do everything you can to learn and make the most out of it.

To make sure you achieve your desired level of productivity, I'm going to need you to do 2 things.

READ THIS FREE GUIDE WITH DEALING WITH PRODUCTIVITY AND STRESS AND APPLY OUR TECHNIQUES TO YOUR EVERYDAY LIFE

You can read by [clicking here](#)

REMEMBER TO JOIN OUR MASSIVE “PRODUCTIVITY GIVEAWAY” - we're giving away a (high value items) for the first few 100 people that sample our WORLD FAMOUS PRODUCTIVITY DRINK ENDORSED BY MANY MILLIONAIRES (detailed instructions below)

Important Instructions:

- Read our guide
- Visit our website at www.xxx.com and enter our FREE giveaway by simply entering in your a deliverable address
- Once you receive our free drink, record yourself drinking it and post it on social media. Upload proof to us @xxx.com and we'll make sure to enter you in the giveaway
- Hurry while supplies last! We are only accepting 100 PEOPLE in the giveaway.

Email Two: HSO Email

Subject Line: Our humble beginnings

Our **giveaway** ends in 2 days and we've decided with the high volume of potential applicants that we would be opening it to 500 more people.

But before you try some random drink from a company that you just found, it might be wise to first inspect their background.

Let us introduce ourselves. My name is Recess Drinks and we're a productivity drink.

Our humble beginnings start in the town of x where (x people decided to start brand).

We decided that coffee's jittery side effects negatively impacted many people's daily life too much so we made Recess Drinks.

We initially knew very little, and had a rough path initially.

By the end of x year, billionaires were using my product, with **Forbes** even mentioning us in one of their articles.

What happened you may ask?

Despite our initial failures, our founders dug deep and began researching with scientific help on important **brain boosting** minerals and compounds.

After spending thousands of hours and millions of dollars on research, **Recess Mood** became our signature drink.

We began sampling out our drink at local supermarkets and it was an instant hit with consistent sell-outs and empty aisles.

Our founders knew that there was more though, selling out local supermarkets was one thing, but becoming a brand that people could associate with productivity and calmness was another.

They thought, "Recess Drinks need better name recognition and scale, then we can celebrate".

Then, Recess Drinks got better name recognition.

After years of due diligence, scientifically backed research, and scaling, Recess Drinks has become the major brand it is today.

People like (x famous billionaire) incorporate this drink into their daily life helping them (do billionaire shit)

You can think our drink as a proven recipe book that's been tested in the lives of many, many wealthy individuals

And if you try it bit by bit, you will truly learn what productivity means.

Sugar free and 50 calories by the way.

Drink up,

- Recess Drinks

Email 3: Sell email - SIC format

Subject Line: Productivity in a can

Our drinks have been selling out worldwide in the last 7 days.

More than **5,000,000** loyal customers decided they wanted a change in their lives.

For just \$5, they were able to bring about new levels of inspiration, all bottled up in our signature Recess Mood cans.

Our cans are **scientifically proven** to induce better levels of brain flow and activity.

That's why we gave it the nickname - productivity in a can. Our customers can agree too - just check out their reviews here.

(Put reviews here)

To sell our last few batches of sugar and caffeine free cans, we've decided to reward **you** with this promo code - **RECESS** - for 20% off at checkout.

You can find our life changing drinks here - (link)

Enjoy this newfound change in your life 😊

-Recess drinks

Criticisms -

[@MEVAlpha](#) Just reviewed your Email Sequence G. They were clear and captivating however I have got a few improvements that I would make:

Firstly for the first email ; one Improvement I would make is to shorten the click section. Make it concise. About 3 to 4 lines is enough, no mini paragraphs

Also adding CTAs to the click section such as urgency or scarcity can motivate the reader to take action.

Secondly for the Hso Email; Great Hook, Story and Offer sections; but short form copy emails should be 100 to 150 words max. Minimising the story would be beneficial.

Other than that they are great, keep it up G.