

EMAIL SEQUENCE MISSION

PRODUCT: Newsletter for political/financial/social daily news.

As the product itself is a free newsletter, let's imagine they have a Premium Subscription with which people get access to another newsletter where they share their stories and the best one of them all gets to be shared in the regular newsletter on sunday. Or something like that.

LANDING PAGE:

Feeling bland?

Get SPICY 

- Information ☒
- Drama ☒
- Controversy ☒

 **ALL IN ONE**



Sign up for our FREE Newsletter
and we'll make sure you get
that daily dosis of spicy news.

PLUS, you'll have instant access
to our thrilling library.

Get Spicy Now

EMAIL #1 (“Thank you and welcome”)

-Subject Line: **“Perish Monotony!”**

-Text Preview: *The best way to escape boredom.*

So...What do we have here? A new member for our “spicy” community.

WELCOME!

Let us start by thanking you for choosing us as your ally in your battle against Monotony.

We know how tricky of an enemy it can be.

But it’s because we know that we can help you defeat it.

In order to do so, we publish an email about hot, spicy news EVERY SINGLE DAY.

PLUS, we have an online library where everyone can access our all-time news.

Just try to keep up with this level of excitement.

And now, as promised, here’s today’s newsletter about [**the recent controversial affairs of this political figure.**](#)

Get **Spicy** and enjoy your day.

We’ll be back for more.

EMAIL #2 (“Origin story” email)

-Subject Line: **A quick trip to our roots**🕒

-Text Preview: Discover how we all ended up here.

👋 We meet once again.

Today, you'll learn about how our spicy community was created.

And most importantly, why it is so relevant to you.

Shall we?

It all started with two teenagers who used to have a LOT of free time to spare.

However, they didn't know how to use it properly.

Sports, series, board games, books...

Even video games!

Nothing seemed to fill the gap in their souls.

But one day, sitting on a bench in a random park (doing nothing of course), they started observing other people.

Especially people with young kids.

Why them?

They still can't find an answer to that question.

The thing is, something triggered their attention.

And the more they watched, the more they started to notice small details.

Not how silly little kids truly are or the level of mastery required to change a dipper in seconds.

“Other” details.

Those teenagers realised that a huge portion of the parents seemed **bored**.

At least until someone brought up a new topic to talk about.

“CLICK”

Something amazing turned up in the minds of those teenagers 💡:

They’d cure other people’s boredom in order to overcome their own!

>>Fast forward 5 years and here we are now.

What started just as an idea to pass the time, is now the **secret weapon** already thousands use to fight monotony.

Composed by a team of dozens of individuals, we’ve developed the ideal recipe to “sauce up” the blandness in life.

Get spicy and escape the daily routine.

See you next time!

P.S: in case you missed it, [here’s today’s hot news](#).

EMAIL #3("Featured premium sub letter" email)

Subject Line: **What true love looks like**💕

Text Preview: *Sundays featured message #203*

This week's winner is Nicky, from Chicago, who has shared a rather amazing story:

<< This story I'm about to tell is from several years ago, during my pregnancy.

So it was already night time, I was on my 7th month and I was coming back home from work.

YES. I had a huge belly the size of a pilates ball and I still worked as a lawyer. Bills don't care if you carry another human inside of you.

Whatever.

Even if I had to work and if it was dark already, I wasn't alone.

My dog was always by my side.

She was a big, pitch black, Labrador Retriever by the name of Lea.

I felt safe whenever she was close.

BUT

At one point she suddenly stopped and started looking at the dark.

Then I saw the hair on her back bristling.

Right after that, I started hearing other growlings different from hers.

We were facing a pack of 6 street dogs!

They began walking towards us.

But Lea's bark resounded through the entire district as she placed herself between me and the incoming threat.

Her determination to protect us reminded me of my baby.

By the time I realised, we alone were beating the crap out of the street dogs.

We got some bruises and cuts but all three of us were alright.

We got home and I was so tired I went directly to bed.

And guess who still wouldn't leave me alone.

My loyal companion and best friend ever, Lea (11/8/2008-25/4/2023).

Rest In Peace my dear.>>

Let this story be a reminder to us all.

Love and loyalty can not be bought, sold or faked.

They just can be given and received.

And dogs carry those values in their souls from the moment they make a connection with someone.

They will cherish and protect their loved ones **for life**.

Thanks for sharing this moving story Nicky.

[#RestInPeaceLea](#)

EMAIL #4 ("Ur time to share")

Subject Line: **Get Monotony BANNED from your life.**

Text Preview: *The secret gateway from routine.*

Hello there my less bland-life friend.

You may have noticed on Sunday we posted a "different" kind of email.

You know, it wasn't the usual spicy-news post.

In case you missed it, I HIGHLY recommend you to go and read it before continuing 🙌 [**What true love looks like ❤️-Sundays featured message #203**](#)

Now, what is this exactly?

Well, over the years we came to a conclusion that just delivering exciting news **every single day** wasn't enough.

Even if we gave **365 reasons a year** for being excited.

It still lacked the power to overthrow our one true enemy:

MONOTONY☹️

So we created the ultimate tool for you to use against it.

A special blogging site where you and your fellow companions can share EVERYTHING. (except explicit content of course 😊)

No caffeine will excite you more than the spiciness in those chats.

And if news don't hit the spot, then let's just hope you have this little ace up your sleeve.

[**Click here for more information**](#)

P.S: Remember. Monotony is an illness that we must cure.