

launch sequence email

Launch sequence is

When a business is going to launch a new product or hold a live/paid event

They will often send a series of emails to their list to build up demand and capture the maximum number of sales.

In many ways these sequences are a lot like the welcome sequence

there is usually an announcement email a few weeks before the product becomes available encouraging pre orders

a launch sequence i made for you :

email 1 :

hi <name>

valentine is almost here

that's why we decided to launch<product>

and because of the coincidence of the launch day
meeting valentine

we decided to do a 25% off for the <product>

the moment the clock hits 12am and the date on
your phone is 14 feb,the offer is available

the offer is going to last 2 days

after that the price is going to go up

make your choice and be ready

[for more details about <product>](#)

email 2 :

well hello again <name>

guess what date it is right now

February 14th !

our <product> is out right now

incase you didn't read about the <product>

<details about the product>

you have 48 hours to decide for yourself

hope you gave our offer a thought

email 3 :

last 10 hours of our 25% offer for <product>

just to remind you that there is still time to change
your mind

once the clock hits 12 am

the offer is no more

but remember you still have 10 hours

which means that you still have a chance

[for more details about <product>](#)

all those emails are flexible which means that you
can take them and change a lot in them and you
would still have a good template, you can make it
longer, shorter, what ever you feel like doing

