Here's the exact email that was sent to a subscriber list with over 50,000 email subscribers, we couldn't attach the image of the couple for privacy reasons..

This single email pulled in more than \$750,000 in sales in under 3 weeks.

## **Product image:**



#### Subject line:

"65-year-old veteran comes back to life and leaves his wife in shock at West Virginia veteran home."

"I don't think my husband will make it till next week."

Dear reader,

The above statement were the exact words of Carine, the wife of a 65-year-old man who had served in the United States Army in Iraq.

She said he used to be extremely tough. In service, he was awarded a medal for saving three of his colleagues during one of the fiercest attacks from the Taliban that almost ended his own life.

But now he had developed a problem and had become so weak that his wife was forced to look after him 24 hours a day at an old people's home in West Virginia.

The popular treatment recommended by the doctors and even friends and family made no difference.

After watching her husband's body slowly deteriorate, Carine decided she'd had enough.

Out of desperation, she started searching online for natural remedies and treatments to see if there was something else that would work and give her husband the strength he desperately needed.

After 45 minutes of searching through many products with hundreds of testimonials, most of which looked fake, she found one website with bold text that said "Out of Stock." This was our website.

At the time, it featured a product that was in high demand and was selling out because it was one of the few natural green supplements that had been proven to boost the health of elderly persons time and again without fail.

So, with adamant refusal that our product was out of stock, she dialed the number on our website.

Rene, our marketing director, picked up the phone, and as Carine spoke,

he could hear her voice crumble as she described her husband's condition.

Rene could feel the pain in her voice. He put her on hold and gave me a call immediately.

When I answered the phone, Rene explained the situation to me. I was crushed. I had heard many stories of patients, but this was different.

At the time, we had one last order that a client had paid for and was supposed to come pick up himself but never showed up for some reason.

I called him to know if he was still going to come and explained that we had just received a call from a woman who didn't think her husband would make it if he didn't have a natural remedy as soon as possible.

When he heard her story, he asked us to let her have it.

So I picked the phone back up and called Carine, got her address, and got it to her with fast shipping.

6 hours later, she received it and administered it to her husband as we had specified on the package.

Exactly **three days** after this incident, I received a call from Carine, and these were her exact words:

"A few hours before I called you, I told the doctor I didn't think my husband would make it till next week. I watched him come back to life right before my eyes. I don't think I have the exact words to say what I want to say, but you and your company saved him, and my family will be forever grateful to you."

As the founder of the company, this is the reason I do what I do. Stories like that of Carine and her husband are the reason I do this. The money is just an end result.

It's in the joy I bring to the lives of the people I've been called to serve with a product I spent half of my life creating.

The recovery of Carine's husband has brought much joy to our company, and because of this, we have decided to put our best-selling product (the same product that saved Carine's husband) on a 2-day 50% discount without any reduction in product quality.

This means if you pick it up before Friday, you'll only have to pay \$38.

This will come at some cost to us, but we are willing to bear the cost.

So if you're reading this and have anyone in your family who's suffering from a health crisis where it's costing you a lot of money to look after them,

We are giving you a once-in-a-lifetime chance to pick up the product from this link.

After 2 days, it'll go back to its original price of \$79.

We sincerely hope this helps your loved one just as it did Carine and her family.

Here's the link:

## Meta ads:

## Meta Ad 1:

**Most Aware Ad** (For prospects who Knew The Product)



How a 65 year old vet came back to life at a West Virginia vet home.

Carine, a military vet's wife, watched her husband come back to life. This story brought so much joy to our company that we decided to put the product that helped her husband on a 50% discount but only for 2 days.

He was too weak to even move. Nothing worked...

Out of desperation I searched and found a natural green formula that changed both their lives in just 3 days.

We shared her story in our community and families across the country reached out to place orders and are using it to help their loved ones especially the elderly.

If you've seen how sickness takes someone you love, this might help.

→ Click here to get it for \$38 before Friday.
 After that, the price goes back to \$79.
 You won't get this offer again.

**b** get it from this link...

#### Meta Ad 2:

Solution Aware Ad (Customer Knew what they wanted, but not our product)



# "Wife of military vet tried everything to save her husband's failing health... until she found a simple solution"

Carine didn't think her husband would live to see the weekend.

Doctors tried. Pills didn't work.

Out of options, Carine searched online for natural ways to help him.

She found one site. Bold letters: Out of Stock.

But there was something she didn't know? That out of stock formula was changing lives.

And it saved her husband in just 3 days.

Now it's available and discounted but only for 2 days

if you're interested this is the only link you can get it for just \$38. This is the same green supplement that worked when everything else failed.

But only until Friday.

## Meta Ad 3:

**3. Problem Aware Ad** (for prospects who were in pain, but didn't know a proper solution)



"How an out of stock product saved the life of a 65 year old military vet..."

He served in Iraq. Saved 3 lives.
But now he couldn't even sit up in bed...

His wife, Carine, had spent days watching him fade. No one could help. Until she tried one last thing.

She found a hidden natural remedy that brought him back in 3 days. No side effects. No hype, no big claims, but there was an issue

It was sold out but she called the number on the website anyway... A customer ended up giving her the last one she'd ordered when he heard the life of a man who served our country and saved the life of his team mates was hanging on the balance..

#### If you have a loved one who's not in good health

This is your chance to get what she found.

- All-natural.
- Proven.
- Discounted for 48 hours.

You can only get it through this link before it goes back to \$79.

here's the link.

## Meta Ad 4:

**4. Unaware Ad** (for prospects who didn't know they had a problem or what to do)



"Why A Stranger Saved The Life Of A Military Vet And Gave Away His life support"

She called crying. Her husband was dying. We didn't have the product in stock.

But someone else did.

Another customer who had paid already and chose to give it away.

Why? Because this green formula had already helped **his** family. He wanted someone else to feel that joy.

If you or someone you love is going through a health crisis... This may be the thing you're looking for.

You can only get it through this link before it goes back to \$79.

+ here's the link.