

## **Email Sequence Mission**

### **Avatar:**

Amy Connors, 28, Darker-skinned Caucasian woman, Journalist.

Have a fun and exciting personality. Likes to have fun night outs with her friends in the city. She's very focused and passionate about her work, which causes her to be perfectionistic, always doubting if her work is enough and this causes constant low-level anxiety. She's overwhelmed with work and deadlines at work and her boss doesn't see and appreciate her talents, and this contributes to her daily stress.

### **Pain/Desire:**

She struggles to manage her anxiety/stress, which blocks her focus and creative flow to write for influence in her articles. Her nights out with friends aren't fun anymore, because of her work stress, and alcohol is only a coping mechanism now.

She would like to feel more confident in her writing by constantly having a creative flow without the low-level anxiety that keeps giving her a mental block, so she writes intriguing and influential articles. She also wants to still have nights out but wants to be off alcohol, because of the consequences the next day.

The recess drink will reduce stress and anxiety while putting her in a focused and creative mental state. Recess will also give her the same experience as alcohol but without being buzzed and the hangover, and will still keep her calm, cool, and collected.

**Email #1** (Welcoming email and build intrigue for next email)

**Subject line: Win a 12-pack of our new fruity flavours!**

Preview text: Entry confirmed.

Hey [name],

We're letting you know that your entry into our giveaway for the new mood sampler (12-pack) has been confirmed.

By securing 1 of the limited 500 spots available, you've taken an important step toward becoming the best version of yourself!

**On May 30th**, we'll be announcing the winner of the giveaway, and the prize will *personally be* delivered to your doorstep if you win :)

While you wait for the announcement, stay tuned for our next email where we'll share the fascinating story of how our breakthrough cure for anxiety was developed.

calm greetings,

Recess

p.s. [click here to see an awesome-looking website that will blow your brain \(not literally\)](#). join the mission of helping you stay razor-focused and stress-free.

## Email #2 (Welcome email with HSO)

### Subject line: The Hidden Pandemic – A Story of Overcoming Anxiety

Preview text: How I discovered the cure for millions.

hey [name],

My name is Ben Witte.

I was once a normal working individual, just like most.

until 5 years ago, when I woke up to the reality of a daunting truth...

### **The story began in January 2018 in New York.**

I was trapped in a concrete box, high above the city, with no escape, just going on with my daily tasks, the usual.

*Suddenly it hit me for the third time that month, and this time it was the worst yet.*

I felt like I couldn't breathe; my lungs felt like it was collapsing. I thought I was getting a stroke.

All I could think was, **"But how? I'm barely 30 years old?"**

I'm young and healthy. I can't die now!

A medic checked my vitals and apparently, everything was fine. But I knew differently; something was terribly wrong.

I had yet another anxiety attack, but why was I having them so frequently?

It dawned on me that not just me, but millions of people worldwide, struggle with anxiety attacks every day.

It's a *hidden pandemic* that has taken our world by storm for the past 3 years.

I was desperate to make a change, so I committed to a mission to find the solution to the pain of people struggling with anxiety and stress.

I spent months researching and talking to experts - professors, doctors, MDs, psychiatrists, and everyone I could think of.

Most told me it couldn't be solved, that I was on a never-ending path to disappointment and failure.

But I fiercely believed in my goal and continued forward.

**After eight months I finally developed the “miracle” solution!**

With magic ingredients like American ginseng, L-theanine, lemon balm, guayusa, and my personal anxiety blocker, hemp extract, I created a beverage that would be the antidote for modern-day anxiety and stress.

“This will be used to cure the world of their anxiety and stress which keeps them pinned down, from being able to live a magnificent life.”

I was astonished that not only would this drastically change my own life, but this would change the lives of millions all around the world for the better.

And YOU can also get access to this cure.

[Click here to begin curing your own anxiety and stress.](#) Order now and experience the calmness you deserve.

**-Ben Witte, Founder and CEO of Recess**

## Email #3 (Value and belief shift email)

**Subject line: Why your current methods for dealing with anxiety aren't working.**

Preview text: *And the real root of your problem.*

Hey [name],

Do you ever feel like you're stuck in a vicious cycle of anxiety? You wake up with a knot in your stomach, feel on edge all day, and can't seem to get enough focus to work through daily tasks at a good pace?

If so, I want to let you in on a little secret: **your current methods for dealing with anxiety are not working.**

Think about it.

How many times have you tried to calm yourself down with deep breathing or meditation, only to find that your anxiety comes *roaring* back as soon as you stop?

Or maybe you've tried prescription medication, but the side effects left you feeling like a zombie and did nothing to address the root cause of your anxiety.

The TRUTH is these methods are not addressing the underlying issues that are causing your anxiety in the first place.

They may provide temporary relief, but they won't help you achieve the long-term calm, focus, and creativity that you desire.

## **So then, where should you start?**

First, you need to understand that anxiety is not a character flaw or a sign of weakness. It's a natural response to stress, and it's something that millions of people deal with every single day.

But here's the good news: you don't have to suffer in silence.

By acknowledging your anxiety and taking proactive steps to manage it, you CAN and WILL regain control of your life and achieve your dreams.

Begin today.

[Get your FREE STEP-BY-STEP Guide Now for Proactive Anxiety Management.](#) (Download now)

Calm greetings,

Recess

## **Email #4 (First hard sale email)**

**Subject line: Unlock the Secret to Living Stress-Free**

Preview text: Ready to transform your life?

Hey [Name],

**Do you know what the secret to living a stress-free life is?**

It's not just about relaxation techniques or positive affirmations. It's about unlocking the power of your mind.

**Imagine being able to instantly quiet your mind and access a state of calm focus and creativity.**

That's the power of Recess drinks, the revolutionary tool that will help you take control of your anxiety and unlock your full potential.

With Recess, you can quickly and easily shift your brain into a state of deep relaxation and heightened focus.

Say goodbye to the overwhelming stress and anxiety that have been holding you back and say hello to a new world of possibilities!

But don't just take our word for it. Check out these incredible results from real Recess users:

- Increased productivity and creativity (Emily P., 26-year-old, New York)



- Improved sleep and overall well-being (HC. Harper, 43-year-old, Chicago)
- Reduced anxiety and stress levels (Noah Lee, 31-year-old, Miami)

Are you ready to unlock the power of your mind and take your life to the next level?

Click the link below to learn more and take the first step towards a stress-free life.

[Get Started Now.](#)

Don't wait any longer to unlock your full potential.

Calm greetings,

Recess

## **Email #5 (Second hard sale email, PAS)**

### **Subject Line: Free Yourself from Anxiety and Unleash Your Full Potential**

Preview Text: Discover how Recess drinks can free you from anxiety and stress.

Hey [Name],

**It's time to face the reality of your situation.**

You've been struggling with stress and anxiety for far too long, and it's holding you back from living your best life.

You deserve to be happy, calm, focused, and creative, but you won't get there on your own.

We created a revolutionary tool that will help you take control of your anxiety and unlock your full potential.

Imagine waking up every morning feeling energised and ready to tackle the day.

Imagine being able to work on your passion project with a clear and focused mind, free from the distractions of anxiety and stress.

You CAN take control of your anxiety and unlock your full potential. Do this by using our revolutionary formula scientifically designed to help you reach a state of deep relaxation and heightened focus.

**It's like a reset button for your mind and body.**

So, what are you waiting for?

*You have nothing to lose and everything to gain by trying this MIND HACK (Literally) today.*

And as a special offer, we're offering 10% off your first purchase for a limited time only. Don't wait any longer to unlock your full potential and live your best life.

Click the link below to order now and take the first step towards a stress-free life.

[Order Now](#)

**Remember, this is your chance to unlock the power of your mind and take control of your anxiety. Don't ignore this life-changing opportunity.**

Calm greetings,

Recess

**PS.** Listen to what our satisfied customers have to say:

"I never knew how much stress was affecting my life until I tried Recess. It has completely changed my outlook and allowed me to focus on what's important."  
- Andrea R., 32-year-old, Los Angeles

"Recess has made such a difference in my daily routine. I feel more productive and creative than ever before." - Alex T., 29-year-old, San Francisco