

Normal email they would send out to their current list

Where is the reader?

The reader is already a part of the email list but needs to learn more about how black seed is proven to relieve/cure bloating.

She needs to feel trust that this product will help her achieve her desired state

What is the goal of this copy to take them to the next step?

Inform her about the proven black seed facts that relieve gas and bloating.

Motivate her how much she needs black seed gummies using pain or desire

What steps does the reader need to take to take action?

The reader is already a subscriber of the email list and is intrigued by the products, however she's still on the fence if this is something she should invest in.

Email PAS Bloating

SL: How to beat gas and bloating... DO NOT Neglect this.

Gas and bloating can turn life into a humiliating and uncomfortable struggle.

Going to sleep becomes a chore when you're overloaded by toxic gas.

The razor sharp, agonising stomach cramps.

Sickening acid reflux that boils up your throat.

Nobody deserves to keep living with the gas or bloat.

If you're ready to overcome the suffering and pain that comes with bloating...

And be able to enjoy time with your loved ones again,

Free from constant stress and embarrassment of your health.

Countless studies have shown that Black Seed works as **“reliever of gas and bloating”**.

A study published in the Journal of Medicinal Plants found that black seed oil reduced symptoms of constipation and bloating in patients.

It's time to beat the bloat.

[Click here to end the suffering and live life to its fullest once again.](#)

Email 2

Where is the reader?

The reader has already subscribed to the email list because she was interested in the product as it has a lot of health benefits and looks fun to try.

She isn't fully informed how effective black seed is at improving acne, skin, hair, and nail health.

If she is informed and persuaded how effective this could work for her acne, she will be motivated to give this a try to see if it works for her.

The avatar ALREADY knows why this product is better than any other black seed products

What is the goal of this copy to take them to the next step?

Grab her attention, inform her and build trust, persuade her

What steps does the reader need to take to take action?

She needs to see some social proof where others have relieved their acne

She needs to feel relatable to the email like this is exactly what she needs

Why is this product better than normal black seeds?

Why is this product better than other products?

Framework

Amplify desire

Amplify pain a bit

Show reviews

Reveal and click

SL:

FASCINATIONS