

Email 1 - This email is all about grabbing the reader's attention, building massive intrigue and then directing the reader to click. The first section is all about disrupting the reader or catch their attention. Then you create intrigue by amplifying the situation so that the reader can't help but take action. Last you simply direct them to take action with a simple click section in a single line. I like to use simple language in my copywriting because I think it keeps the reader interested and I can make my point across easily.

SL- Scared of losing hair fast? **Here's a quick fix:**

More than **25%** of men go completely bald before the age of **30**

You're probably not the only person that has a bad habit of buying popular soap brands because they smell good

But the **reality** is that many popular soap brands are filled with unhealthy chemicals that are damaging your hair and the ones with "**Natural**" ingredients do not produce any dramatic results

After a bit of research we had found new ingredients like **Peptides** and **Hyaluronic acid** that had been tested and proven to create significant improvements in one's hair condition

Peptides prevents the breakage in the scalp by creating moisture which makes your hair thicker and prevents thinning

Hyaluronic acid absorbs its weight in water, which adds moisture to hair follicles so that your hair looks smooth instead of frizzy

These are only some of the many unique healthy nutrients that are added into our special soap

So...

You can spend years in fear looking for thinning and bald spots in the mirror each morning

You can step out the house in confidence knowing your hair is strong, reliable and full

Click here to stop the fear of hair loss before the age of 30

Email 2 - This email is all about showing the readers pain/desire, amplify, then offer a solution. The pain/desire is the part where you catch their attention by showing them a relatable experience they are going through. Then you amplify the pain/desire by telling them to take action by showing them their future. For the solution just simply direct them to take action and resolve their pain.

SL- How to prevent unhealthy hair loss for GOOD

How to prevent hair loss before the age of 30

We are all familiar of at least 3 popular soap brands

But did you know that many popular soap brands don't actually help improve the condition of your hair?

Instead it leads to:

X Thinner Hair

X Dry Scalps

X Frizziness

Many people today may not be aware of the chemicals they are applying to their hair.

Over time, constant use of chemicals leads to unhealthy hair and uncomfortable side effects like constant itching, frizziness, and dandruff.

"But wait I got such a good package deal for these soap products"

Many people say this because they want cheap instead of healthy

This continuous cycle needs to STOP before your hair gets any worse

There is a much better alternative to cheap soap products that will last very long with many unique and all natural ingredients including **Peptides and Hyaluronic acid**

These ingredients help condition your hair by:

- Preventing the breakage in the scalp by creating moisture which makes your hair thicker
- Absorbs weight in water, which adds moisture to hair follicles so that your hair looks smooth instead of frizzy
- Prevents uncomfortable itching and dandruff

Other soap products can't compete.

[Click here to defeat hair loss today](#)

Email 3 - This email is an experience from a customer after using your soap brand. I made up the story, but I used a hook, story, and offer. For the hook it catches the reader's attention, to read the story and become influenced. The story allows the reader to sympathetically experience the

customers experience. Finally the offer simply directs the reader to take action from their curiosity.

SL: The truth behind why hair products fail

I was just like a lot of people, thinking that my hair did not matter and that I could just use any soap brand that my parents bought me to clean myself.

During my school days my hair would always be dry and itchy with a snow full of dandruff

The situation was dreadful...

I couldn't even focus well in school because I was busy constantly scratching my head waiting for the itching to stop

After enduring the discomfort for many years, I became exasperated and began purchasing all sorts of different soap brands from my local supermarket.

Let's just say...

It didn't turn out well

My head felt like it was on fire from all the irritating itch that crawled all over my head.

I started to look online and I came across a all natural shampoo that promised to put my hair back to good condition

I thought that it was another fake soap brand but I looked at the ingredients and I had nothing to lose so I gave it a go

Suddenly after a few weeks of using the shampoo I had felt a change

Not only did the itching stop, but my hair also took on a slick and stylish appearance.

Many people had started complimenting my hair as well

I wished...

If only I had discovered this product earlier

Discover the exact shampoo product I used that saved my life

