

SL: About your Vitamin C Body Cream

Hi,

I saw you are launching a vitamin c body cream this week and I'm sure many people are eagerly anticipating its release.

But to make them instantly buy the moment it comes out, without them having second thoughts, you need to increase the FOMO effect in their minds. (FOMO = Fear Of Missing Out)

Because I saw a lot of positive comments on the cream, I created an email sequence for you that increases the FOMO effect and uses the "Emotional Threshold" strategy to target the right audience that is in need of the cream.

This strategy is commonly used by top brands like The Ordinary and Cerave, and it works by providing a solution to human psychological desires.

So by using this email sequence, more people who are in need of your body cream would want to get their hands on it, resulting in increased supply and demand.

Do you want me to send the email sequence?

Have a nice week,
Argiris

P.S. I didn't send the sequence with this email, because it would end up way too long.