

**Subject Line:** [First name], don't miss out!

Get excited! Why?

Because in a few days, we'll be releasing a **BIG ANNOUNCEMENT** that'll leave your mouth wide open.

In fact, at a first glance, you may not believe your eyes.

Because who makes such a sweet and easy offer?

[First name], you have every reason to keep your eyes glued to your email and anticipate this big announcement.

Ourselves, we are honestly itching to share it with you.

But, until then...

We'll keep in touch.