

Hello Denise,

This is the example that I told you about. Below the email, you will see some details about why is it a good idea to use these kinds of sales emails.

Subject: Better skin?

Hi friend,

Does your skin health concern you? Is your skin dry, itchy, or painful?

Do you want skin that looks clean and clear like the models you see on social media? If you are looking for that skin, this email will help you.

You don't have to use annoying creams or 10 different skincare products that you don't even know what is in them.

We at Bisou Bisou Skin don't use toxic ingredients like petroleum, silicone, fragrance, and more.

Our products are cruelty-free, vegan skincare, which means there is nothing that will harm your skin inside our products.

The only thing you will get from this product is the skin that you always wanted.

Basically, all in one product, and this one product will give the healthy, clear, and clean skin like the models (even better).

So, do you want to use a lot of toxic products that won't give you the skin you want, or one product that will make your friends jealous?

Click here for your new healthy skin>>>

As you see, I started with "Hi friend" because I felt friendly vibes from your company, especially after I saw your Instagram posts - the funny and tips posts (which is a smart move from you).

I asked customers questions that most people who suffer from their skin know the answers to.

"Do you want skin that looks clean and clear like the models?" When they see it, they will say yes, that is what I want, that is what I need.

In the end, I said, "Or one product that will make your friends jealous?" Because most women care about these things from what I gathered from my analyses in the skincare industry.

What do you think about this email?