

This e-mail is part of a welcome sequence for a business coach that also sells courses.

Subject: "Thinking of creating a digital product? Read this first!"

Hey [First Name]!

You know that feeling when you're this close to launching your digital product?

Your heart's racing with excitement. You've spent weeks perfecting every detail. The content is valuable, the cover looks professional, and you've crafted what feels like compelling sales copy...

And then launch day comes...

- crickets -

Zero sales.

If you're working on your first digital product (or thinking about it), there are three common pitfalls you'll want to avoid:

- Creating without validating (aka hoping and praying people will want it)
- Launching without a strategy (because "if you build it, they will come" only works in movies)
- Building what you think people need, instead of what they're actually asking for

Sound familiar? You're in good company. In fact, 68% of digital entrepreneurs face these exact same challenges with their first product.

My first product launch made me exactly \$ 0. But here's the exciting part: your first digital product doesn't have to flop. You don't need to learn these lessons the hard way like I did.

Tomorrow, I'll share three digital product ideas you can create in a weekend - ones that your audience is already eager to buy. (Spoiler: One of these ideas consistently generates \$10K+ months for some of my clients!)

Stay tuned!

[Name]

P.S. Can't wait to get started? Reply with "I'm ready!" and I'll send you a sneak peek of those three profitable digital product ideas.