

Email #1

Subject line: CLAIM YOUR FREE 25% OFF COUPON

Hey <name>, we're so glad that you decided to take the first step to a healthier life

I used to smoke all the time

It wasn't under the last couple years that I finally came to the same realization you have

I NEEDED to make a change

This coupon is your first step to protecting yourself, and others.

[CLICK HERE TO REDEEM YOUR COUPON](#)

Email #2

Subject line: I laid there in the hospital bed when they told me..

The doctors had left me with only two options

It was right after I turned 42

I woke up on a normal Tuesday morning.

I got up, made myself some coffee, and got my son up for school

My son was only 12, not even a teenager yet.

I made us some breakfast, then drove him to school.

But when I returned back home, something was wrong.

Just as quickly as I walked in the door, I started losing my breath.

I was coughing uncontrollably

As it continued I began coughing up blood.

I called my neighbor, and immediately rushed to the hospital

When I arrived, they started running several different tests on me to see what was wrong.

I anxiously waited for them to give me the results.

It was only a few hours, but it felt like days had passed.

Then, they broke the horrible news to me.

I had Stage 2 Lung Cancer.

They told me that the cause was simple.

I was smoking.

It took months of fighting, radiation therapy, and hope to finally recover.

But I know me and my family will never be the same.

Smoking cigarettes almost killed me.

That's why me and my partners created <Brand>, to help save families.

Learn more about alternatives to cigarettes [here](#) (Product Page)

Email #3

Subject line: What NEVER to do if you want to see your kids graduate

Smoking is maliciously destroying your family.

1 in 5 people die every year from smoking related causes.

But why is that?

Why does smoking end so many families?

The reason lies in the harmful chemicals they put into our bodies

Not to mention, the chemical nicotine makes us crave a smoke whenever we get stressed

If you smoke cigarettes, and want to live to see your children grow, then it's time to make a change.

[Click here to save your family before it's too late](#)

Email #4

Subject line: THESE HERBAL CIGARETTES COULD SAVE YOUR LIFE

Normal cigarettes are killing people every year.

Whether your 18 or 65, you're putting yourself and family at risk by smoking

If you smoke cigarettes, then it's time to make a decision

Are you going to make a minor change and protect yourself and your family?

Or are you going to have your family crying because you're gone before they have had a chance to live their life?

The choice is yours

[Click here to take the first step to a real change](#)

Email #5

Subject Line: Don't you want to see your grandkids grow?

At the end of the day, we all want to be with our family

Seeing our little ones joyfully running around

Watching in amazement at the random ideas they come up with

Listening to all the little troubles they run into

Whether it's enjoying an adventure to the playground, or going out to enjoy a sweet treat, we love the time we spend together

But, when you light your cigarette you put everyone in danger

ESPECIALLY the young children

Smoking is tearing you and your family apart

If you want to quit smoking, and increase the time you have with your loved ones, it's time to create a change

PS It's not as hard as you think

Find an alternative to save yourself [here](#)