

Tone of Voice

Professional but conversational. Punchy at times but not entirely fluffy. Avoid ellipsis as this is the academic and clinical space. Important thing to keep in mind is that they're psychologists / psychiatrists / researchers.

Word Count

Although word count is not a direct measurement of quality, keep in mind that the rough word count for the email will be in the range of 300 words.

Copy Brief

Title: Submission Confirmation.

Brief: Thank you for submitting the inquiry. Lay out expectations, we will reach out to you in 48 hours during business days.

If you feel [PAIN POINTS], you're in the right place. Because you're about to experience [DREAM OUTCOMES]. Add testimonials at the end.

pain points / dream outcomes regarding the **hefty research that they do + how hard it is to collect accurate, real-time data in their studies**

👉 Craft **informative and engaging email** sequences that **resonate with our warm leads**.

👉 Use **provided email briefs and existing marketing materials** to guide your copywriting.

👉 Maintain a **balance between maturity, knowledge, and relatability in your copy**.

👉 Keep the **copy professional, while ensuring you hit the pain points**.

Copy

Subject Line: Submission Confirmation

Dear <personal/company name>,

Thank you for submitting the inquiry.

If you're a psychologist, psychiatrist, researcher, or have a similar job you might relate to at least one of these problems:

- You feel frustrated dealing with the complexities of programming, set-up, and technical aspects of research platforms
- You hate the rigidity of existing platforms that offer either mobile cognitive testing or EMA, but not both
- You struggle with the technicalities of research platforms rather than focusing on the core study
- You experienced the difficulty of recruiting participants for your studies

When these challenges make you feel overwhelmed, they also affect your confidence and effectiveness as a researcher.

They can also make you feel like you're never making any progress.

So, if you are experiencing any of these annoying difficulties that slow down your research, you are at the right place.

We will help you demolish all of your problems so you can focus on the critical aspects of your studies.

That means you can finally publish your groundbreaking research that will make a real difference in the world.

A study that you will feel proud of and will impress your peers, superiors, and the whole academic community!

Without the technical setbacks, you will feel accomplished, efficient, and confident in your ability to conduct world-class research.

If this sounds interesting to you, we are going to send you an email in the next 48 hours during business days.

It will help you on your journey to become a respected scholar who makes a positive impact on the world.

Exactly like Ashley Henneghan (Ph.D. Assistant Professor, University of Texas at Austin)

"NeuroUX offers a remarkably high value to cost ratio with the unique capacity to

administer mobile cognitive tests within the same platform as EMA.

The NeuroUX Team has been incredibly helpful answering any questions from our team, addressing errors, and customizing our study platform to achieve our research objectives”

<company’s usual closing sentence>

The NeuroUX Team