

Email 1: Order confirmation & what to expect

Subject: Important information about your [company name] order [order number]

Hi [First Name],

Just letting you know your [company name] order for Men's Ultimate 40+ multi-vitamins was processed successfully.

Your order number is [order number].

Here's what happens next.

- Within the next 24 hours, one of our order packaging specialists will personally check your order, pull it from our shelves, and make sure it's securely packed for its trip to your address.
- Since we ship all customer orders in bulk, UPS makes one pick-up at the end of each business day. That means once your order is in its shipping package, UPS will have it in their hands the end of that day. Orders packed for shipping on Saturday or Sunday get picked up on Monday. We'll send you a tracking number as soon as that happens.
- Our goal is for your order to arrive on your doorstep within 3 days of pickup by UPS. Granted, neither we nor UPS can predict all delays. In a very few circumstances (less than 2%), orders may take an extra day due to weather or some other occurrence.

Of course, if you have any concerns about your order, please reach out to us! You may contact our customer service department:

By phone: [customer service number],

By email: [\[customerservice@company.com\]](mailto:customerservice@company.com),

Or you may visit our website between 8 am and 9 pm EST, click the chat icon in the lower right corner, and speak with one of our reps.

I'll also share one more thing with you. We truly value our customers. For that reason, you'll receive information via email on current and new products, upcoming sales and specials, as well as other nutritional information.

Should you ever decide you no longer want to receive our emails, simply click the unsubscribe link at the bottom of the email.

We do ask one favor. Please don't mark us as spam. Not because you'll hurt our feelings, but because doing so could prevent other customers from receiving our emails due to spam regulations.

All that said, welcome aboard, [First Name]!

To your health,

[Customer Service Manager Name and Title]

Email 2: Tracking & product information

Subject: [IMPORTANT]: Please read this before your order arrives

There's some important information you should know about using Men's Ultimate 40+ vitamins. Before we get into that...

It's finally happened.

Your order is officially on the way! It just went out with today's UPS pick-up. Here's the tracking number for your records:

[order tracking number]

Barring any delays like weather, accident, or alien abductions, it should be on your doorstep within 3 days.

Once it gets there, you could simply take your first dose. Or, you can get the most benefits possible.

Since we figure you're a lot like us and have no desire to waste your money, here's some info on how to get the best bang out of your Men's Ultimate 40+ multi-vitamins.

- Remember, multi-vitamins are supplements, not replacements. Eating healthy is important. Of course, you live in this place called the real world, and that's tricky sometimes. But the healthier your food choices, the better any multi-vitamin can do its job of filling in the missing nutrients.
- More isn't always better. One of the questions we're asked frequently is "Can I double-dose my vitamins?" Too much of certain vitamins can actually be bad for your body. For that reason, stick with the dosing on the bottle. If you feel like you may need higher doses of certain vitamins, we always recommend checking with your physician.
- There are two types of vitamins in Men's Ultimate 40+: water soluble and fat soluble. Water soluble vitamins digest easily in the human body. But fat soluble can sometimes use a little help, especially if you eat a very low fat diet. Taking your vitamins with a meal helps. So does supplementing your diet with healthy fats like our [cold pressed flax seed oil {link}](#).
- Men's Ultimate 40+ contains Niacin. In some people, Niacin creates what physicians call "niacin flush". It's a reddening and tingling sensation in the skin that, honestly, can sometimes be uncomfortable. Niacin flush is only temporary, and usually goes away the longer you take the supplement. But to help prevent it, try taking your multi-vitamin *in the middle of your meal*, not before or after.

Following those four tips will help ensure you get the best bang for your buck while using Men's Ultimate 40+.

To your health!

The [company name] team

Email 3: Complementary product information

Subject: How to supercharge your Men's Ultimate 40+

[First Name],

Men's Ultimate 40+ multi-vitamin is a great way to supplement your health. Its unique blend of vitamins, minerals, and digestive enzymes help you get the most nutritional value out of not only the supplement itself, but the food you eat.

But quite often our customers ask about products that go well with Men's Ultimate 40+. While any of our supplements can be used together effectively and safely, there is one in particular that gets great customer feedback time and time again.

While Men's Ultimate 40+ is the builder, shuttling nutrients through your body in order to construct healthier cells, this other supplement is the guard...

Helping your body work to keep unwanted visitors at bay so the builders can do safely and effectively do their jobs.

In fact, this combination works so well together, our customers actually requested we create a combo pack. And we listened.

Now, immune system supplements don't work "on top of" your natural immune system like many companies claim.

What they *do* is maximize the function of nature's astounding achievement that is your natural immune system. And ImmuGuard Plus is a super supplement chock-full of immune supporting herbs. Two in particular are:

Plant
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Astragalus. This ancient herb has been used in Chinese medicine for centuries. Modern studies report its abilities to increase resistance to infection and help regulate the body's immune response.

Plant
image

Angelica. This native Russian and Scandinavian herb is a long used remedy for cold symptoms and respiratory ailments. Studies show it help regulate inflammation in the body, is a strong anti-oxidant, and may even help as an anti-clotting agent in stroke patients.

"Every winter like clockwork, I suffered multiple colds and respiratory infections. Since taking ImmuGuard Plus, I'm hardly ever sick. And in the rare event I do get sick, the symptoms are milder and go away in half the time they used to. It's the best thing I've done for health!"

- Joan Q. Public

[First Name], you may be wondering if ImmuGuard Plus is really that effective. Based on the thousands of customers who rave about their results, we'd have to give an emphatic "Yes!".

Of course, the best way to find out is to try it yourself. Because ImmuGuard Plus enhances your Men's Ultimate 40+ , and we want you to achieve your maximum ideal of health, we're offering a pretty steep discount.

But the demand for ImmuGuard Plus is so high, we can only offer this discount for a limited time. For the next 48 hours, you can get 50% off your first bottle.

Plus, since the ImmuGuard Plus/Men's Ultimate 40+ combo is so popular due to its positive health effects, we'll make a special note in your account. That note will make sure you get an additional 20% off the combo price when you re-order next month.

To claim this special discount of 50% off ImmuGuard Plus **and** 20% off your next combo order, click the discount code below. Your special price will automatically show up in your shopping cart.

Claim your special price now: Discount code XXX-XXX-XX

Remember, though, the offer is only good until the countdown timer hits zero.

48:00:00

To your health!

The [Company Name] Team

***NOTE: This email series is not a client project, but a sample of the type of work I can perform.**