

EMAIL SAMPLE (Fictional company and product) – First email after opt-in request
Donna J Davis

Email Subject Line:

Pam – do you have these questions about Dog Treats

Hi Pam,

Thanks for requesting **“7 Health Benefits of Organic Dog Treats.”**

If you didn't receive your report [click here for your copy](#). (It may have landed in your Spam folder.)

Was there anything in the report that surprised you?

Did you read Benefit #3 - about two specific oils that boost brain health in dogs? The phrase “You are what you eat” applies to dogs too!

What is your #1 concern about treats for your dog?

- Avoiding digestive problems like diarrhea or an upset tummy
- Worried about potentially dangerous ingredients and what harm they can cause
- Wanting to help your dog be healthier, but not sure what to believe with all the ads and claims online

Maybe you've considered switching to organic treats, but so many are OMG expensive!

What about making homemade dog treats??...and you shake your head and laugh thinking...
“Ya, and WHEN would I have time to do that?”

We get it.

We have several dogs, two teenagers and a family business. A lot to do every day.

But our dogs are family, and when we saw what was in many popular dog treats, we knew we wanted something different.

We have a solution for you – it will save you time and money. [Click here now](#) to read more.

Robin Reynolds

Dog Momma to Max, Sadie, and Dixie

Quality Controller (and President) of Furry Friends Natural Products

P.S. Do you know what people snacks are safe for dogs to eat occasionally? You may be surprised what's NOT on that list. We'll keep you guessing until next week.