

SUBJECT - Last Call: Your chance for [highlight benefit of buying here]

Dear [NAME],

It's not too late to... [identify the product and the problem it solves]. If you're ready to:

- ✓ Bullet point the benefits
- ✓ Of the product again
- ✓ You've likely listed them before
- ✓ In previous emails
- ✓ However, it's a good idea
- ✓ To remind them of
- ✓ All they have to gain

Get all these benefits and more right now [LINK].

That offer expires [insert DAY/TIME], so don't miss it.

To your success,
[your name]