

Subject: [ask/suggest problem your audience is having]? Free solution here...

Hey [NAME],

If you're like a lot of [insert type of audience], you probably [Share a few sentences that introduce the primary problem your audience is facing.]

You're definitely not alone. But it doesn't have to be this way.

I'd like to invite you to [NAME OF FREE EVENT]

Join us...absolutely free and you'll discover: [Introduce the topic of your free event and the problems it solves]

- Benefit #1
- Benefit #2
- Benefit #3

You can get all of the details and register here >> [LINK TO FREE REGISTRATION PAGE]

[Provide a hint to something special they'll only get if they attend the free event]

Here are the complete details:

=> Title: [insert event title]

=> When: [insert date / time]

=> Claim your free spot now [LINK]

To your success,

-Your NAME