

Launch Emails – List 1 - Had 90 Days Emails for FREE

Email 1: Launch day

Subject: [OOPS] We're sorry. Here's a treat on us.

Hi [firstname],

If you can remember the news, try to send your mind back to Cape Canaveral, Florida, on Sunday, June 28, 2015.

At the Cape Canaveral Air Force Station, an excited ground crew stood by as super-entrepreneur Elon Musk's "SpaceX" corporation readied themselves to rocket a batch of supplies to the International Space Station...

What happened less than three minutes into the flight had astronaut Scott Kelly lost for words – except for the phrase "Space is hard".

Because before the second stage engine could even engage, SpaceX's *incredibly* expensive interstellar delivery went up in a cloud of smoke and broken dreams.

Well, space isn't the only thing that can be hard... and on January 16th we were left in similar (moon) shoes when what should have been the launch of our brand new OYNB membership platform – and all sorts of exciting things for you – also went up in smoke due to technical difficulties.

The result was that after 2 hours we had to shut it down rather than fight the problems live. It wouldn't have been fair to you to keep it going while things were tweaked, knocked and shouted at.

(Thankfully we weren't in space waiting for our groceries, but as you can see... it isn't just us little guys that can run into big issues!)

On the plus side, though... *drum roll*... it's fixed and everything is ready to go – promise!

You can now join the brand new One Year No Beer right here: **[[LINK TO WARM DISCOUNT SALES PAGE](#)]**

The doors are open again and we'd be delighted for you to come along once more. To make things easier (and less prone to problems), we've condensed our packages down to three easy options...

And to thank you for your patience (and oh, you've **definitely** been patient!), if you follow the links in this email – by clicking here **[[ANCHOR LINK TO WARM DISCOUNT SALES PAGE](#)]** for example – you'll bag yourself a set of generous preferred prices that are **exclusive** to you, as a token of our appreciation.

Yep – that's cash slashed straight off ANY option, including our brand new flagship OYNB+ membership!

So come get yourself inside our brand new members' platform (where you can access the 90 Day Challenge without having to hunt through your mailbox) AND bag yourself a seat at our first OYNB+ EXCLUSIVE webinar!

Just follow this link to see what you'll get: [[LINK TO WARM DISCOUNT SALES PAGE](#)]

You're going to love it when you see all the stuff we have coming up, too.

This is, of course, a limited time offer so be sure to [click here and act now](#) [[ANCHOR LINK TO WARM DISCOUNT SALES PAGE](#)] or you could miss out.

Welcome aboard, and we can't wait to see you on the inside.

Andy, Ruari and the team at OYNB
OYNB | Living Life. Better.

Email 2: Reminder 3 days

Rule: Only send to email addresses that DID NOT BUY

Subject: [JUST FOR YOU] Did you miss this?

Hi [firstname],

OYNB crew, here. We just wanted to get in touch to see if you missed the news about the revitalised launch of our brand new membership platform and updated 90 day challenge.

Just in case you did, here's the link so you can find out what it's all about: [**LINK TO WARM DISCOUNT SALES PAGE**]

As a "thank you" for being such a great supporter of OYNB in the past (we know you've done the 90 Day Challenge already), we want to give you an exclusive early chance to upgrade to the new platform AND get yourself a seat in our first **members-only webinar** – plus whatever extras you choose – at a hefty reduction in price.

The link to use so you can see your reductions is here: [**LINK TO WARM DISCOUNT SALES PAGE**]

(Please don't share this with anyone – it really is for your use only.)

When you follow the links in this email, you'll also bag yourself a highly reduced rate on our brand new, blow-your-mind OYNB+ membership!

AND we're backing this up with an unbeatable guarantee... so you either win, or you win.

This is a limited time offer and will be gone after the launch period, so be sure to **CLICK HERE** [**ANCHOR LINK TO WARM DISCOUNT SALES PAGE**] or miss out.

We're really looking forward to hearing all about your massive successes in the weeks to come.

Andy, Ruari and the team at OYNB
OYNB | Living Life. Better.

Email 3: Reminder 7 days

Rule: Only send to email addresses that DID NOT BUY

Subject: [firstname] – Time's catching up.

Hi [firstname],

Don't want to bug you too much, but just in case some of our emails are ending up in your junk folder (gah!) we wanted to follow up with you about the launch of our brand new One Year No Beer membership platform and updated 90 day challenge.

To get transferred you to the new platform **and** lock in your seat in our first ever **members-only** OYNB webinar at the end of January, we're giving you an exclusive pricing offer that slashes a very nice chunk of cash off your chosen OYNB package.

Click here right now and go get it: [\[LINK TO **WARM DISCOUNT SALES PAGE**\]](#)

Yep – we've pulled out all the stops to make sure this opportunity is at the lowest possible entry point for you.

Because we believe in you, and we believe you deserve it.

But this is very much a **limited time** offer. Once the doors are closed, we don't know how long it will be before we open them again.

Oh, and by following the links in this email, you'll ALSO slash the price of the brand new (and totally optional) OYNB+ membership by more than 33%, **for life!**

So don't miss out. Just click here to get in: [\[LINK TO **WARM DISCOUNT SALES PAGE**\]](#)

Can't wait to see you back on the inside!

Take care,

Andy, Ruari and the team at OYNB
OYNB | Living Life. Better.

PS. We know we keep asking, but please resist the temptation to share this link with anyone else – it really is just for you as our way of saying thanks.

Email 4: Reminder last day

Rule: Only send to email addresses that DID NOT BUY

Subject: [LAST CHANCE] You're about to lose your discount

Hi [firstname],

We've been in touch recently about the launch of our brand new One Year No Beer membership platform and updated 90 day challenge, and wanted to let you know that the doors are about to close.

For how long, we don't know. We don't want to overstretch ourselves, so we can't say right now when you'll next get the opportunity to **get lifetime access** to our programme – all stored within our fabulous new members' area – plus a generous discount to boot.

Want in? Click here: [**LINK TO WARM DISCOUNT SALES PAGE**]

It would be a massive shame if you missed out on your space in the inside – and on our first ever **EXCLUSIVE members-only webinar**.

So **CLICK HERE [ANCHOR LINK TO WARM DISCOUNT SALES PAGE]** right now to see what it's all about... and step up to the challenge.

We guarantee you won't regret it.

Because if you do, for any reason, we'll give you every penny of your money back.

Even if you choose not to take this astonishing opportunity before it disappears, we wish you and yours all the best for the future!

Take care,

Andy, Ruari and the team at OYNB
OYNB | Living Life. Better.

PS. Almost forgot to mention! When you join us using the links in this email, you'll also shave more than 33% off the all-new OYNB+ membership... for life (on top of the preferred prices we're already giving you, of course!).

PPS. Bangin' that drum again... but please don't share the link in this email with anyone else. This is a special discount just for you, as our way of thanking you for your amazing support of the OYNB movement.