

Product Launch Email- Day of Launch

From:

Subject Line: Today's the day you've been waiting for!

Hi there _____!

The 2020 *Purple Planner* (***link to website here***) is now available!!

What does that mean for you? It means organization and planning all in one place. It means increased productivity for your direct sales business.

It means a peace of mind.

With features like the Habit Tracker, Inventory Section, Expense Tracker, Year at a Glance, and Task Area, Goal Mapping, Monthly Focus, Orders Page, Follow-Ups Page, Party Organizers, Weekly Spreads, and lots of Notes Pages all in one fabulous planner, you can take your business on the go wherever life takes you!

It means new customization!

New features include choice of binding (coil, binder, or 3-hole punched loose leaf) and choice of horizontal or vertical weekly page orientation.

It means you can save money! (*Link this to website*)

When you purchase The Purple Planner and Purple Connector bundle, you will save 15% off The Purple Planner!!

Already have the Purple Connector? You can still save by taking advantage of my referral program [HERE](#) to score your Purple Planner for FREE!

There has also been a price drop on The Purple Connector to \$29.99. Another great savings!

Plus, it means a FREE BONUS! If you act now, you can also receive a **FREE** bonus Note Pad while supplies last!

Click here and take advantage of these special offers! Isn't it time you invested in yourself and your business? Order your Purple Planner today!

Amy Burns,
Wife, Mom, Business Owner
Burnspiring Creations

P.S. If you are as excited as I am, you will want to share this with friends!
(Social Media buttons linked here)

Follow Up to Launch (around 2 weeks later for non-buyers)

From:

Subject Line: I know life gets busy, but you need this!

Hey _____,

Life gets busy and sometimes things slip our minds or get put on our "TO DO LATER" list. I get it. But take a minute now and do something for yourself.

Go to burnspiringscreations.com (**link**) and order your 2020 Purple Planner!

We all want our businesses to be successful so that we can make our dreams a reality. To make that happen it takes strategic planning and goals. The Purple Planner is the ideal place to make all that happen!

2020 Purple Planner Features:

- Choice between a vertical or horizontal weekly format.
- Choice of coil binding, binder, or 3 hole punched loose leaf sheets.
- 8 ½ X 11 size
- Habit Tracker
- Inventory Section
- Expense Tracker
- Year at a Glance
- Lots of Notes Pages

Included each month:

- Task Area
- Goal Mapping
- Monthly Focus
- Orders Page
- Follow-Ups Page
- Party Organizers
- Weekly Spread
- Notes Pages

By acting now, you can also save a bundle when you purchase a bundle. Buy The Purple Planner and The Purple Connector and **save 15% off** of the Purple Planner.

Take advantage of the savings now! Order your 2020 Purple Planner and The Purple Connector today! I know you are busy, but seriously, you need this!!

Amy Burns,
Wife, Mom, Business Owner
Burnspiring Creations