

Email 1: Sent Immediately Subject Line: Your Discount Code is Inside Hi, {FRIEND}! Thank you so much for signing up to receive informational emails, offers and promotions from {BUSINESS NAME}. I value your time, so I'll only be sending you our hottest deals and time-sensitive info via email. We also share tons of tips, discount and special offers via social media, so please take a quick second to join us! Facebook {link} Pinterest {link} Instagram {link} Twitter {link} I hope to see you again soon, and next time you're in, be sure to mention your discount code {DISCOUNT CODE} to save {AMOUNT}% on your purchase. The discount expires at 6 pm when our store closes on {DATE}, so hurry back! Talk soon! {OWNER NAME}

Email 2: Two Days After Sign-up Subject Line: My Darkest Shopping Day Hi, {FRIEND}! I wanted to thank you again for visiting our store! I will never forget how it all started, not so many years ago. I was out shopping for an affordable dress to wear to a holiday party and I couldn't find anything that was age-appropriate and fit my budget. The dresses were either too short, too tight or just SO not me! I felt panicked and discouraged. What if I couldn't find a dress that looked classy and made me feel comfortable? Should I just stay home – drowning my sorrows in ice cream and Lifetime movies? I'll never forget how disappointed I was that something fun – dress shopping – had turned into depression central. And that's when it hit me. Surely I wasn't the only woman my age feeling this way. So in that moment, out of sheer desperation, I made a plan to open my own business and cater to women like me. Women who are wives, mothers and professionals. Women who want to look classy and feel sexy...but don't want to spend a small fortune to make that happen! It's my mission to find the most trendy, yet timeless, clothing to make women in our community look and feel their best. We want to make shopping fun again! So what's your story? I'd love to know more about YOU! Talk soon! {OWNER NAME}

Email 3: Four Days After Sign-up Subject Line: Ever feel frumpy, {FRIEND}? Hi again, {FRIEND}! Just the other day my friend Sherry was in town for a visit. "You know something?" she asked me...with a tone I instantly recognized. A tone that said she was about to get real with me. "I'm a real woman," she confessed. "I have two precious kiddos that remind me that I just can't pull off the looks I did when we were in college. But you know what? I still want to feel sexy when I go out with my husband on date nights." And it hit me. I started to smile. Yes, yes...I know this feeling all too well. Not too long ago, I was in the same boat. Shopping...desperately trying to find clothes that fit and flattered my changing body. Instead of feeling happy and beautiful, I felt frumpy and discouraged! So I did something about it! When I opened my store, I vowed to cater to women like me. Women like Sherry. Women like you. Mothers. Wives. Professionals. Women who still want to feel beautiful when they go out for a date night once in a blue moon. When you shop in our store, you'll find just that. You'll always find timeless, affordable fashion that makes you look and feel beautiful. And our staff is always here to help – and give you honest feedback if you need it. Women like us have to stick together and support each other! I hope you'll stop by soon and share your story with us! We'd love to help you find something that fits just right! See you soon! {OWNER NAME}

Email 4: Six Days After Sign-up Subject Line: Do You Know How to Do It, {FRIEND}? Yesterday, I told you about my friend, Sherry. Bless her heart, she's so busy working and raising her family that she doesn't have time to stay in tune with fashion. I talked her into stopping by our store when she was in town, and she found a gorgeous top that was so perfect for her style! I wanted to give her a few different looks with that one piece (variety is the spice of life, right?!) So I handed her a fabulous scarf. She just looked at me, scarf in hand. "What am I supposed to do with this," she asked. "Come on, Sherry!" I teased. "Just tie it...whatever feels most comfortable to you. What's your favorite way to tie a scarf?" My questions were met with a blank stare. So right there, in the middle of the store, Sherry enrolled in Scarf Tying 101. In case you're like Sherry and could use some tips for tying a scarf, check out this video. {VIDEO LINK} What about you? Do you have a few burning questions about fashion or accessorizing? Email them to me, and I'll get back to you just as soon as I can! Talk soon, {OWNER NAME}

Email 5: Eight Days After Sign-up Subject Line: Your Discount Expires Soon, {FRIEND}! Hi, {FRIEND}! We have been busy bees around the store. We just brought in a ton of new lines and we've been working around the clock to stock our shelves! Just wanted to remind you about your discount code: {DISCOUNT CODE} You still have two more days to use it before it expires, so don't wait! I'd love to help you find a few pieces that make you look and feel gorgeous! See you soon! {OWNER NAME}