



Holly Helscher

"An Authentic Voice in B2B"

Client : Exercise and Nutrition Company  
Project : Series of 5 emails sent over 30 days  
Objective: Encourage Current Customers to Purchase a New Product

## Stated Specifications

Service: Five emails; the shorter the better  
Product: New dance exercise video

### Business Challenge:

Company provided specifications for the email series. Its objective was for customers who had purchased a product within the past 12 months to buy this new one. The challenge was having them purchase it within 30 days. An additional challenge was the product also contained items they would have already purchased with a previous product. Lastly, there was no bonus or discount, although free shipping was offered for a very limited time

### Proposed Solution:

- Five emails between 300-400 words, 55 words of which included product description.
- Have the emails sent personally by the company's premier trainer featured on the site.
- Each email would be personalized by using the customer's first name.
- Use of weight-loss challenge stories to normalize the emotions felt by customers' while dieting and exercising.
- Each email focuses on a different emotional benefit.
- The opening email tells the customer they will be getting other emails throughout the month.

### Subject Lines:

- Who Else Wants a Beach Body?
- What Nutrition Labels Try to Hide
- Is There a Missing Piece in Your Fitness Routine?
- 5 Ways to Retrieve Your Exercise Routine
- [Product Name] – Better Than the Chicken Dance

### Opener of Email #1

This past year you took a step sculpting your own beach body. Your workouts moved you toward a slender waist, toned thighs, and flat abs. And you proved you're dedicated enough to do alone. At home. Congratulations!

Since you're one of our loyal customers, over the next few weeks, I'm personally introducing you to our newest product, [Product Name]. This lively country-dance workout routine will keep you motivated toward your fitness goal. Or, maintaining the one you've already won.

*Note: I do not have official permission to share the name of the company or the product, so those details are not included. At the time this Portfolio One Sheet was created, no decision has been made on the job.*