

Email Campaign – 3 Step

Email 1: The Welcome

Subject: **Welcome to Mega-Health**

Hello {subscriber name},

Thank you for taking the time to subscribe to *Mega-Health*.

Just so you know what to expect, our monthly newsletter follows this typical format:





- **A comment on a topical nutrition issue** by a respected nutritionist, usually something that's in the media buzz - we get behind the spin and tip you on what's really going down and where to get more info if you're interested.
- **Mega-man subscriber of the month** – we get feedback from men who are taking Mega-man and they tell us what difference it has made to their health.
- **Ask Dr Mega-man** – whether you take Mega-man supplement or not, you can ask us any questions about men's nutrition and health. If we get a few of the same question we will feature it as a discussion in the next newsletter and let you know.
- **Recommended sites and resources:** we constantly keep ourselves abreast of latest findings about men's health and nutrition. You'll be privy to sources of information that you can explore at your leisure.

It's my pleasure to welcome you into the Mega-man community.

Warm regards,

Dr Dean Franklin
Co-founder - Megaman Institute
www.megaman.com

DON'T FORGET TO claim your copy of the FREE
“Little Book of Wellness Secrets” if you want to:

-  Slow down the aging process
-  boost your immune system
-  increase your energy and vitality
-  diffuse that time-bomb of simmering bad health

Just go to www.megaman.com/wellness-secrets

DISCOVER what **Mega-man Whole Food Nutritional Supplement** can do for your health.
Visit our [Frequently Asked Questions](http://www.megaman.com/FAQs) page at www.megaman.com/FAQs

To update your email details [click here](#).
To unsubscribe [click here](#).

Email 2: The First Newsletter

Subject: **Mega-health Newsletter No. ____ (month/year)**

Hello {subscriber name},

I hope this newsletter finds you well. There's been quite a bit of media attention lately about the negative effects of fad dieting.

This month, Dr _____, from the _____ tells us what he's been witnessing at his Clinic. Dr _____ gets patients referred to him with metabolic disorders from following certain fad diets. He gives us an insight into which of these diets should be avoided like the plague.

Over to you Dr _____:

[Insert text from Dr about what diet(s) he's debunking, why his patients went on them, and what symptoms he's seen in patients that he's had to reverse. Obviously some have been recommended Mega-man supplement - but only after blood tests have shown no serious disorders.]

Mega-man subscriber, _____, has been taking our supplement for _____. He tells us how it's helping him so far:

[Insert text from Mega-man subscriber about the health benefits he's noticed so far. Only needs to be a paragraph.]

Ask Dr Megaman:

This month, we received an enquiry from _____ who is considering whether or not he should subscribe to Megaman Supplement. He's just recovered from a major illness so is naturally wary about what he should be doing next to protect his health.

[Insert question from newsletter subscriber and response from in-house Mega-man nutrition expert. The nutrition expert recommends he has a thorough physical examination including a blood test. If he's in the clear only then should he consider taking Mega-man. After all, Mega-man is not about cure, it's about prevention]

Recommended sites and resources:

Insert website links and other resources to do with dangers of fad dieting.

Warm regards,

Dr Dean Franklin
Co-founder - Megaman Institute
www.megaman.com

Email 3: Second Newsletter

Subject: **Mega-health Newsletter No. ____ (month/year)**

Hello {subscriber name},

It's that time of year when we're ramping up our vitamin C intake and bracing ourselves for a possible ambush from the flu virus.

Many busy business and working men, even retirees who swear they've never been busier, take the flu vaccine each year in early Fall (Autumn). But surprisingly, not everyone is protected from getting the flu. About one in four men who take the flu vaccine still land the virus anyway.

This month Dr _____ of the _____ who is an immunisation expert explains why the flu vaccine is still a smart choice and why it doesn't work for everyone.

[Insert text from Doctor about his observations of the effectiveness of the flu vaccine, which age groups it works best with and how a person's general health can render it ineffective and what you can do about it.]

Megaman subscriber, _____, who has now been taking the supplement for two years tells us how he surprised himself with his endurance on a 'survival camp' he went to recently.

[Insert text from Megaman subscriber about his experience at 'survival camp', what made him think he should go on such a physically challenging activity anyway, and, in what way he was delighted with how he 'rose to the challenge'.]

Ask Dr Megaman

This month, we got a question from _____ who is a son of a Mega-man supplement subscriber. He's wondering at what age is it optimal to start taking Mega-man supplement.

[Insert question from newsletter subscriber and response from in-house Mega-man nutrition expert.]

Recommended sites and resources:

Insert website links and other resources to do with immune system protection.

Warm regards,

Dr Dean Franklin
Co-founder - Megaman Institute
www.megaman.com