

Email 1

Subject: Your 20% off coupon, {{ subscriber.first_name | strip | default: }}

Hi {{ subscriber.first_name | strip | default: "friend" }},

Thanks for showing an interest in ProTrainings' CPR courses. Here's a link to [your 20% off coupon](#) that you signed up for through Facebook.

Over the next few weeks, we'll be sending you some information on the following topics to help you prepare for recertification:

- Questions about online CPR training
- Variables that every CPR course should teach
- And much more

You can unsubscribe at any time, but you may find much of this information useful and relevant, as it is **time for you to renew your CPR certificate**. And when you combine the timing of your expiration with your new 20% off coupon... Isn't now the perfect time to recertify?

"I have been using ProCPR for many many years and I just love it." —
Scott

And ProCPR has more than [half a million positive CPR reviews](#) just like that one.

[Renew your CPR certification today](#) and your coupon will be applied automatically. **You won't be charged anything until you pass your exam** and you can print your card immediately.

(signature)

Email 2

Subject: Our CPR philosophy, {{ subscriber.first_name | strip | default: }}

Hi {{ subscriber.first_name | strip | default: "friend" }},

We know that you didn't take your last CPR course with us and that you may be hesitant. And there's nothing wrong with that.

At ProTrainings, we have a simple philosophy: to provide high-quality CPR training for professionals like you who care about the training you receive and the people you serve.

Having confidence in your CPR skills is also crucial, which is why our courses include:

- The convenience of self-paced training for better skill retention
- The ability to go back and rewatch lessons and receive weekly refresher videos via email
- The guidance to address your fears and acknowledge your emotions

That last point is critical, as fear stops people like you from performing CPR. While recognizing and addressing those emotions is the key to boosting your CPR confidence. Check out this important sample lesson: [The 5 Fears of CPR Rescue](#).

"I love the weekly refresher videos. I always feel I have learned so much and that I am much more confident as a result of taking these courses." — Suzanne

[Follow this link](#) to recertify today and **we'll automatically apply your 20% discount.**

Sincerely,
The ProTrainings Team

Email 3

Subject: Are you ready for our CPR test challenge?

Hi {{ subscriber.first_name | strip | default: "friend" }},

Most people like you **recertify by simply taking and passing the CPR exam**. And we provide you with that option as well. Here's how it works:

1. You choose your course via the coupon link at the end of this email and signup
2. You take the course exam
3. If you pass, you pay the course fee and can print your card immediately
4. If you don't pass, you begin the course and still pay after you pass the exam

If you do have to take the course again, let's discuss why online training is preferred.

You're a busy professional with an already packed schedule. To take an in-person class, you have to clear large chunks of time, drive what could be a great distance, and deal with the likelihood of traffic. You'll pay more for this class and you won't be able to hit pause or repeat unless you have superpowers.

With online training, you learn at your own pace and around your schedule and can rewatch lessons as often as you want. You'll retain more information, your skills will be sharper, and you'll probably spend less. You train where and when you want. And we offer [blended learning](#): a mix of hands-on manikin practice with video lessons.

"I appreciate the convenience of the online learning modules. I work extremely long hours so this is perfect considering the lack of time I have."
— Brian

Are you [ready to recertify today](#) and **claim your 20% off coupon?**

(signature)

Email 4

Subject: Will your employer accept online CPR recertification?

Hi {{ subscriber.first_name | strip | default: "friend" }},

We've been providing CPR and First Aid training for 19 years, and one question we hear often is, *will my employer accept online CPR recertification?* To get all of your online CPR questions answered, check out: [7 Questions About Getting Your CPR Certification Online](#).

If you're not sure if online renewal will work for you, you can always check with your employer, or you can look up your [state and professional guidelines](#).

Don't worry, though, **99% of employers accept our online training**, and if you need a mix of video lessons and hand's on (blended learning), we offer that, too. We have an assortment of manikins to choose from, but this is our latest and most cost-effective option: [Meet Sumo!](#)

"Hi-quality training in a very convenient venue (your computer). I am required to take CPR/BLS every 2 years for my job, and I always use ProTrainings." — Deborah

Don't forget, you still have a [20% off coupon waiting for you](#). Our CPR courses follow all AHA guidelines, and you can print your card as soon as you pass your exam. And whether you're testing out or taking the course again, **ProTrainings is usually lower in cost** than in-person training.

(signature)

Email 5

Subject: Some important information, {{ subscriber.first_name | strip | default: }}
default: }}

Hi {{ subscriber.first_name | strip | default: "friend" }},

At ProTrainings, we have a few different CPR courses, including a blended course that combines hands-on manikin training with video lessons. After clicking on the coupon link below, you can use our Course Selector tool to help you. But all of our courses include:

- Follow AHA guidelines
- 4.0 CME/CE credits
- 24/7 on-demand videos
- Access on mobile
- Weekly refresher videos
- Expiration reminders
- Student manual

After you choose your course, you can begin training immediately for free. You can also take our Test Challenge: **pass the exam and skip the course!**

“Great way to recertify! Quick, easy, convenient, and on your schedule! This is the only site I use; have been using them for many years!” — Kim

[Follow this link](#) and **your 20% discount will be applied automatically**. And you can print your new CPR certification card as soon as you pass your exam.

(signature)

Email 6

Subject: How your last CPR course failed you

Hi {{ subscriber.first_name | strip | default: "friend" }},

If you're getting this email, you probably have a CPR certificate and odds are good that you took an in-person class. And while you may assume that's the best way to learn, we have to ask: Did your CPR class cover everything?

Performing CPR successfully is about managing all of the variables and your own emotions. For instance, did your last course teach you what to do if the patient doesn't revive, or what to do if you suddenly forget the CPR steps or specifics?

Check out this resource and ask yourself if you remember learning the things on this list: [How Your Last CPR Class Failed You](#).

"I got more information from this course than I have in in-person courses."
— Lawrence

Whether you're looking for an easy way to recertify or you want a thorough CPR course that will never fail you, [choose ProTrainings today](#) and **we'll apply your 20% discount** when you do.

(signature)

P.S. Plus, our online CPR courses are usually significantly more cost-effective, **if saving money matters to you!**

Email 7

Subject: Free CPR for thousands of students?

Hi {{ subscriber.first_name | strip | default: "friend" }},

Maybe you need CPR for work or maybe you understand the tremendous impact it can have if ever needed. But for us, **CPR and First Aid training is our mission**, and we take it very seriously.

Since 2012, we have been [teaching CPR to students](#) in hundreds of high schools across the country. And we've been doing this for FREE!

Protrainings does an EXCELLENT job in preparing you to pass your CPR class. I have been using them for over 20 years. It's worth the price. —

Thomas

If you need to renew your CPR certification for work or you recognize the enormous impact it can have, we'd be honored if you chose us. And to say thank you, we still have a **20% off coupon for you when you're ready**.

[Get started today!](#)

(signature)

P.S. You can feel good knowing that **part of your payment goes back into the Student CPR program!**

Email 8

Subject: Something you should know, {{ subscriber.first_name | strip | default: }}
default: }}

Hi {{ subscriber.first_name | strip | default: "friend" }},

Since you didn't get your last CPR certification with us, you may be asking yourself, *why should I choose ProTrainings*, and I'd love to answer that. People choose ProTrainings for reasons like:

- The ease and convenience of training online
- Our 19 years of experience and more than half a million [positive CPR reviews](#)
- Our curriculum follows all AHA guidelines
- Our training is accepted by 99% of employers
- We offer a [blended option](#): manikin practice plus video lessons
- You pay nothing until you pass your certification exam

"I am a repeat customer because it is an excellent program." — Steven

You may be tempted to think that all online CPR courses are the same, but it's not an apples-to-apples comparison. It's more like apples to airplanes.

[Why not recertify today?](#) Plus, **you still get 20% off.**

(signature)

Email 9

Subject: If it's good enough for medical professionals...

Hi {{ subscriber.first_name | strip | default: "friend" }},

At ProTrainings, we've provided instruction for tens of thousands of healthcare providers. Our CPR courses alone have more than 500,000 reviews and an average rating of 4.6 out of 5.

If things like quality, experience, accreditation, and following AHA guidelines matter to you, choosing us for your CPR certification renewal needs is the right choice. And you can use our Test Challenge to **take the CPR exam instead of taking the course.**

And don't worry about missing any time at work. You can recertify today and immediately print your new card. We can even send it to your employer for you if you prefer.

"ProTrainings is the best way for me to stay up to date on my CPR re-certifications. It's quick and I can do it while working." — Craig

Your 20% discount will be applied automatically [when you follow this link](#). And since you only pay after you pass your recertification exam, you have nothing to lose.

(signature)

Email 10

Subject: Last email... your opinion matters!

Hi {{ subscriber.first_name | strip | default: "friend" }},

We're very sorry that you have decided to not get recertified in CPR through ProTrainings. However, rather than guessing why that is, do you have 60 seconds to answer a short, 3-question survey?

We truly appreciate your opinion. Here it is: [CPR Certification Survey](#).

Thanks again for considering ProTrainings and for your feedback.

(signature)