

Stick to your diet/New Year's resolution
Email sequence

Email #1

Subject: Thank you + your recipes!

Hi {{First Name}},

Thanks for reaching out to us and requesting your recipe guide. And speaking of which, we've attached it to this email. It's full of many healthy and delicious recipes that will help you stick to your diet this year!

The important thing to remember, when trying to stick to any diet, is that convenience wins the day. Up till now, your only convenient options were the giant yellow M, cold snacks masquerading as meals, or reheating food in an office microwave that smells like Chernobyl.

All of which either aren't good for your health or aren't great for your taste buds.

With Hot Logic, you can have hot, delicious meals on the go – plug it into your car, next to your desk, at your friend's house, hotel rooms. Heck, it's so easy to use, you may find yourself using it at home. Best of all, cooking delicious meals in it is foolproof. Trust me, I know!

You'll also save more money by eating out less, which is likely another one of your New Year's resolutions. Remember that saving just \$5/day X 5 days a week = \$1300 in your pocket come this time next year.

Buy a Hot Logic Mini today and make 2019 the year you stick to those diet goals!
(CTA – are we putting buy buttons into email, or sending them to landing/sales page?)

(signature)

P.S. I got so excited about helping you stick to your diet in 2019 that I almost forgot about our Triple Guarantee – One, if the unit fails in any way, return it for a full refund up to one year. Two, if you're not blown away by the healthy and delicious meals you're now eating, you have 90 days to get a full refund. And three, if your friends and coworkers aren't instantly motivated to use Hot Logic to help with their diet goals, you have 90 days to get a full refund.

Email #2

Subject: Bring your diet with you!

Hi {{First Name}},

Are you having trouble sticking to your diet when you're not at home?

It's (name) again, from Hot Logic. Did you know that sticking to your diet is the number one reason people love our Minis?

Think about it. Eating healthy is a challenge at any time, but especially when you're not at home. Up till now, there simply haven't been any good choices. You had to sacrifice something – money, time, satisfaction, health ... and usually you had to sacrifice more than one of those things.

Remember how only 8 percent of people stick to their New Year's diet resolutions? Much of that has to do with food choices on the go, like resisting the temptation of fast food and junk food.

Think about it. If you can have hot, healthy, and delicious meals at work, on road trips, on business trips, or anywhere, how much easier will it be to stick to your diet? You won't even need self-control. Just a portable set of utensils. I hear bamboo is nice.

Get your Hot Logic Mini today, and by this time next week, you'll be eating delicious meals on the go AND sticking to your diet.

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Email #3

Subject: Eat what you love

Hi {{First Name}},

Isn't it always easier maintaining a healthy diet when you're at home? But as soon as you have to eat away from home, that's when things get dicey.

It's (name) again, from Hot Logic. Can I be honest with you? I feel your pain. I was once one of those people who called yogurt a meal. Or raw veggies, seeds, and nuts ... day in, day out. And that's when you stray from your diet.

Don't get me wrong. All of things I just mentioned are great snacks. But they're still just snacks.

Do me a favor and picture one of your favorite meals. You got it? I'll bet it's hot and delicious and healthy, right? Now imagine being able to take it with you ... to work, a friend's house, on business trips, road trips, anywhere.

Eating what you love is maybe the number one key to sticking to any diet. But historically, the problem has been maintaining that diet plan away from home. But not any longer. Which means you CAN stick to your diet, regardless of any troubles you had doing so in the past.

Buy a Hot Logic Mini today, and by next week you'll be enjoying all kinds of hot, delicious, variety. And you'll put yogurt back in its place – a dessert place!

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Email #4

Subject: Problem cheating on your diet?

Hi {{First Name}},

I want to ask you a personal question: Are you a cheater?

It's (name) again, from Hot Logic. I completely understand how awful the cycle of cheating can be – cheat, regret, self-hatred. I also know that once this becomes the habit, breaking that habit can be difficult.

Hot Logic wants to help you create a new habit – stick to your diet, enjoy your food, feel good about yourself.

The problem up till now has been that sticking to your diet wasn't always delicious. It wasn't always convenient. And it certainly wasn't both.

Imagine eating foods that you love to eat, foods that are also healthy and in your diet plan, regardless of what that plan is, and in an easy, convenient way.

Did I just blow your mind?

You CAN eliminate excuses and temptation and stick to your diet in 2019. I know it because I've experienced it myself.

Get your Hot Logic Mini today, and by next week that cycle of cheat, regret, self-hatred will be a hazy and distant memory. Like that weekend you spent in Vegas. (CTA – are we putting buy buttons into email, or sending them to landing/sales page?)

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Email #5

Subject: Are you in control?

Hi {{First Name}},

The answer to that question is, Yes!

It's (name) again, with Hot Logic. Having control these days can feel like an illusion. But when it comes to your diet and health goals for 2019, you are in complete control.

Imagine what meeting those health goals will do for you. Imagine how it will feel. Sticking to your diet has never been easier or more delicious. And we believe in you because ...

You have total control.

And let's not discount how Hot Logic can help you save money, which may also be something you resolved to do in 2019.

Eating restaurant meals whenever you're away from home can leave an avocado-sized dent in your wallet. (Not literally. Unless you also have an avocado in the same pocket as your wallet.)

Take back your control. Stop making excuses for cheating on your diet. And be one of the 8 percenters who accomplish their New Year's resolution.

Get your Hot Logic Mini today, and by next week that feeling of control will take over your life and have you rushing into your boss's office and demanding a well-deserved raise. (Careful though! We have a couple dozen mottos here at Hot Logic, one of which is: Don't get fired!)

(CTA – are we putting buy buttons into email, or sending them to landing/sales page?)

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