

Trucker page
Email sequence

Email #1

Subject: Thank you + your recipes!

Hi {{First Name}},

Thanks for signing up to receive the Hot Logic recipe guide, which I've attached to this email. And congratulations on taking back control over your food choices on the road.

Not that truck stop food is bad. I mean, who doesn't love meatloaf ... seven times a week? Or chili (hold the indigestion)? But I have a sense that you're ready for a change. A glorious and delicious change!

We appreciate how difficult eating on the road is for you, just as much as we appreciate the valuable service you provide. You guys and gals continue transporting our goods, and we'll make sure there's a hot meal waiting for you when you're ready to take a break. That's the Hot Logic promise!

Buy a Hot Logic Mini today, and by next week you'll be eating what you want, when you want, no matter where you and your truck are parked.

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

(signature)

P.S. I got so excited about welcoming you to the Hot Logic family 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 all the delicious meals you can now eat in your truck, you have 90 days to get a full refund. And

three, if your friends and fellow truck drivers don't become mad with envy over your Hot Logic, you have 90 days to get a full refund.

Email #2

Subject: Easy enough for a guy to use?

Hi {{First Name}},

There have been a number of people over the years (let's call them, *women*) who have said that the Hot Logic Mini is so easy even a guy can use it. To which we happily reply, thank you!

It's (name) again, and I'd like to show you in steps how easy the Hot Logic Mini is to use:

1. Put food inside
2. Plug it in
3. Wait
4. Eat

It runs on 110 or 12V. And it creates hot, tasty meals from fresh ingredients or canned, which means refrigeration is optional. (It's also great for reheating!)

There's really no excuse NOT to use a Hot Logic Mini on the road, whether you're only out for the day, or you're on the road for two weeks. Unless you have something against eating well. And saving money. And having choices ...

If you buy a Hot Logic Mini today, by next week you'll be preparing and eating hot, delicious meals (even if you're a guy) right from your truck.

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

(signature)

Email #3

Subject: Sticking to your diet on the road?

Hi {{First Name}},

How great would it be to have a hot, healthy meal, anytime, anywhere?

It's (name) again, from Hot Logic. I want to share with you the number one reason why truck drivers love our Hot Logic Minis: They make sticking to your diet so much easier.

Eating healthy on the road is a challenge for sure. And the biggest problem is all the temptation around you – the diners, the truck stops, the fast food joints.

Do you want to know the secret to saying, NO, to all those temptations? Ditch the raw carrot sticks, hummus, and flax crackers (you can keep your *Land of the Lost* lunchbox, though) for something you actually ... enjoy ... eating!

Otherwise, you're going to end up cheating. And cheating on the road looks like a tee shirt splattered with Big Mac sauce, indigestion, and oodles of shame and regret. (You should be ashamed ... McDonalds?)

Buy a Hot Logic Mini today, and by next week you'll be sailing past temptations at the speed of ... well, however fast your truck goes, I guess.

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

(signature)

Email #4

Subject: Save money on the road ... deliciously?

Hi {{First Name}},

Now, if you're a millionaire who only drives a truck to relieve stress (pause for laughter), then saving money may not concern you. But if you're not stinking rich ...

It's (name) again, with Hot Logic. I'd like for you to take a moment and add up how much you spend on food on an average day in your truck. Now consider what you get in return for that money.

Is it really worth it?

I mean, is the food you're eating day-in and day-out really satisfying? Is it delicious? Is it healthy? If not, why not save some money, and be satisfied?

Save money AND eat better? What do we call that ... oh right, an easy decision!

Buy a Hot Logic Mini today, and by next week you'll be saving money like Warren Buffet. Oh, and eating much better as well.

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

(signature)

Email #5

Subject: Convenient, delicious meals on the road?

Hi {{First Name}},

You know what's not convenient? Living in a shoebox.

It's (name) again, with Hot Logic. I feel for you; really, I do. If you're an OTR truck driver, eating on the road is either expensive and indigestion-inducing, or it's a pain in the (you know what).

Which is exactly why we created the Hot Logic Mini, with truck drivers in mind. (Please don't tell the office workers.)

Imagine, you just worked what felt like an endless day. All you want is to eat and chill with some Netflix. And you can do that. Because your Hot Logic Mini is filled to the brim with a piping hot dinner that you threw together in minutes, and it's sitting at the perfect temperature until you're ready.

Talk about convenient! Just set it and forget it. Your food won't dry out or burn or anything else unappealing.

Buy a Hot Logic Mini today, and by next week you'll be enjoying hot, delicious meals right from your truck that are super easy to prepare.

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

(signature)