

This is the first in an email series. Our prospect has 'opted in' via our website

Subject: Can a Dog ever have TOO MANY toys?

Hi <name>

<Client name> here from <dog toys website>.

Thanks for checking us out.

The short answer to my question is...no.

Dogs – they just love life. Everything's a game, each new day – heck every hour – is a new opportunity for fun. But when every hour of the day is fun time, you might run out of things to do.

That's where we come in.

<LINK>

Here at <dog toys website> we're always on the lookout for fun stuff to do with our buds.

Whether it's <specific toy> or just going out to explore the world (people that don't have access to our toys settle for 'walks' – boorrring) we've got you covered.

<LINK TO SPECIFIC TOY>

Over the next few weeks I'll be sending you some emails with tips on fun stuff to do with your dog. But...to make sure you get them, please whitelist this email address now. That way my mails won't end up in your junk folder. Your email provider will have specific instructions on how to do this, it should only take a couple of clicks.

<Client name>

PS Trust me, you won't want to miss any of the tips I'll be sending. If you're in a hurry to see how we can make your pup's life more interesting, check us out now.

<LINK>