

Email Sample 2
Harmonica Instructional Product

Subject: Does This Sound Like a Bad Day?

Hi firstname,

It's David Harp from bluesharp.com, with a question I bet you can answer...

Do you remember "Executive Decision?"

Kurt Russell's character has to disarm a nerve gas bomb on a plane.

If he doesn't, the plane will be shot down.

The bomb's got TWO triggers, when everyone thought there was one.

After the bomb is dealt with, a bad guy kills the pilots.

Kurt Russell takes over the plane, misses the runway on his first try, and makes a bumpy landing in a nearby field.

What about you? Maybe you're dealing with something similar right now.

Your job's got schedules, deadlines, and quotas. The kids have their after-school activities. If they're not driving age yet, somebody has to get them there.

If the kids are driving age, that could bring stress in and of itself.

How do people tell you to deal with it all? "Stay out of stressful situations, exercise, and eat right."

How many people can make that kind of time?

Could there be a solution for stress that doesn't require driving to a health club?

A method proven to work?

Something that's actually FUN to do?

There is, and you can start it in only three minutes.

It's...

Link

With "Three Minutes to Blues, Rock, and Folk Harmonica," you'll have everything you need to start this creative hobby.

Playing any instrument is proven to reduce stress. Harmonicas won't hurt your fingers (like guitars can), and you can take them anywhere (try that with a piano!)

My method is one of the fastest and easiest there is.

And you can get it in your hands for less than the cost of two large pizzas.

Isn't that what you're looking for?

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In 96 pages, you'll learn blues, folk, country, classical, and improvisational styles.

Feel free to learn all the styles or those that interest you.

You like to learn by listening? That's fine. The 74 minute playalong CD can be used mostly on its own, or with the book.

If you can breathe in and out, you can play the included Mojo Deluxe harmonica (key of C).

Sound good?

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Music helps us express ourselves in ways words can't. It builds bridges between complete strangers. Age, gender, and background don't make any difference when it comes to playing music.

Playing an instrument starts paying you back the day you start, and keeps on giving for every hour, every day, and every year you keep at it.

And with the harmonica, that sense of accomplishment, pride, and entertainment can be as close as a pocket, purse, or bag.

Can you hear your music future?

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Don't let this opportunity to impact your well-being

for the better slip away.

See you on the inside.

Talk soon,

David Harp

P.S. I almost forgot...groups from Ben & Jerry's to the QVC shopping network have benefited from my unique style and over twenty years' teaching experience.

Over 1 million satisfied customers can't be wrong!

And with our most popular beginners' package, you can join them.

Ready to jump in?

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