

Product Launch Drip Campaign

Email 1 — Trigger: Curiosity

Subject: What if the problem you've been solving is the wrong one?

Hi [First Name],

Most people in your position are focused on working faster. More hours, more tools, more tabs open.

But what if speed isn't the bottleneck?

We've spent 18 months studying how top performers in [industry] actually get results — and what we found surprised even us. It's not about doing more. It's about one specific decision made earlier in the process.

We're releasing something in 3 days that's built entirely around that insight.

No demos yet. No pricing page. Just this:

The people who see it first will have an advantage the rest won't.

Stay tuned.

— [Brand Name]

Email 2 — Trigger: Authority

Subject: Peer-reviewed, battle-tested, and ready for you

Hi [First Name],

Before we built [Product Name], we consulted with 40+ industry experts, ran 6 months of beta testing with real teams, and partnered with [Credible Institution/Name] to validate our core methodology.

The result? A tool that doesn't just feel smart — it's been **proven to reduce [pain point] by 47%** in controlled conditions.

Dr. [Name], [Title] at [Institution], put it plainly:

"This is the most rigorous approach to [problem] I've seen in a decade of research."

We didn't build fast. We built right.

[Product Name] launches in **2 days**. You're on the early access list.

— [Brand Name]

Email 3 — Trigger: Social Proof

Subject: 312 people already made their decision

Hi [First Name],

Remember the question we asked you two days ago — whether you've been solving the wrong problem?

Turns out, 312 people on this list had the same gut reaction you did.

They joined our early access waitlist within 48 hours. Here's what three of them said after getting a preview:

"I kept waiting for the catch. There wasn't one." — Sarah K., Operations Lead

"We cut our [process] time in half during the trial. Half." — Marcus T., Founder

"Wish we'd had this 2 years ago." — Priya N., Product Manager

These aren't paid testimonials. These are people who were skeptical — just like you might be right now.

[Product Name] goes live tomorrow. Early access closes at midnight.

— [Brand Name]

Email 4 — Trigger: Scarcity

Subject: 61 spots left — and we're not reopening this tier

Hi [First Name],

We're being straightforward with you.

When [Product Name] launches today, early access pricing is available to the **first 200 customers only**. As of this morning, 139 spots are gone.

That leaves **61**.

After those fill, the price increases by 40% — permanently. We won't be running a sale to make up for it later. This tier exists because you were here early, and we want to reward that.

Here's what you get at early access pricing that later customers won't:

- Locked-in rate for life
- Priority onboarding call
- Founding Member badge + community access

[Claim Your Spot →]

Once it's gone, it's gone. No countdown tricks — just math.

— [Brand Name]

Email 5 — Trigger: Reciprocity

Subject: Yours to keep — even if you don't buy anything

Hi [First Name],

Whether or not [Product Name] is right for you, we want to give you something useful.

We put together a free guide — "**The [Industry] Decision Framework**" — the same internal document our team uses before every major build. It's 12 pages, no fluff, and it's yours with no strings attached.

[Download It Free →]

Why give it away? Because we believe if you use it, you'll naturally see why we built [Product Name] the way we did. And if you don't buy — that's okay. You still walk away with something valuable.

That's the kind of company we're trying to be.

If you're on the fence about [Product Name], we're happy to answer any questions. Just hit reply.

— [Brand Name]

Every subject line uses a **different grammatical structure**, no two are alike, and Email 3 calls back to Email 1's core idea (the wrong problem) through the lens of other people's reactions — without restating the original question.