

Client: Undisclosed (Securesoft's name used as placeholder)

Project: Email auto-responder for a security product

Objective: Lead generation

## COPY EXCERPT

### WELCOME EMAIL

**SUBJECT:** You Did It, FIRSTNAME!

Hey there, it's Kathleen Nash, President of SecureSoft Inc., and I want to congratulate you for what you just did...

Because you've taken the first step towards quickly and easily securing your home computing system from deadly malware and online threats. And I applaud you for it!

Over the few weeks, I'll be telling you more about SecureSoft Premium Access, including some amazing strategies and tactics you can implement right now to help you:

- Protect you and your family from Malware
- Secure your home computers and mobile devices from online threats
- Guarantee peace of mind with our 24/7 Premium Member Support

But before we get started, there's something important I need to pass along first...

Please make sure you whitelist my email address. Can you do that for me please?

Good--now look for another message to come within the next day or so. Until then, thanks again for checking out Securesoft Premium Access, and I'll be talking with you soon.

Kathleen Nash

President, SecureSoft Inc.

P.S. Again, I can't stress enough how important it is for you to whitelist my email address...

Because I'm going to be sending you some very crucial information on how this program can secure your home computing system from malware and online threats.

Seriously--and if these messages get snagged by a spam filter, you'll probably never see them. So please whitelist this address right away, okay? I'd hate to see you miss out on anything...

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## Auto-responder series copy continued...

**Subject: Here's the report you wanted... [Firstname]**

Hi there,

This is Kathleen Nash, and I'm excited to offer you a FULL report on Internet Security Unleashed – for Home Users. This \$49.99 report is offered to you complimentary, as a THANK YOU for showing interest in SecureSoft Premium Access.

In this Very Special Report comprising over 50 interviews with leading information security experts and active researchers, you'll know:

- How 9/10 of your daily tasks makes your PC vulnerable
- Malware and Virus injection rate explosion – leading culprits
- Secret and highly useful tips to secure your mobile devices...

And many more.

If you have any questions on this report or SecureSoft products, please do not hesitate to call our 24/7 Premium Service team (866-\*\*\*-\*\*\*\*).

And if you do decide to obtain SecureSoft Premium Access, just call us and our friendly services team will quickly and easily get you started. The first 60 days of your trial is completely on us.

[Download the complete report.](#)

To your security and success

Kathleen Nash

President, SecureSoft Inc.

P.S: We are offering this complimentary Report and 60-day trial till June 30<sup>th</sup>. There are no plans to extend this offer.

[Click here to see how Premium Access guarantees your TOTAL computing security.](#)