

BOWTROL Email to convert un-filled online orders
3 Possible subject lines to test

Subj: Your Bowtrol Colon Cleanse Order Form

Subj: {name}, did you have a question about Bowtrol?

Subj: {name}, would an extra 10% help?

Hello {name},

I noticed you began an order form for Bowtrol Colon Cleanse, but did not complete it.

I would also like to offer you a one-time extra 10% discount, {name}, to finish your order for Bowtrol Colon Cleanse today. Times are tough, and I hope this extra price reduction helps.

Thousands of our customers say they feel better, think clearer, and enjoy life more. Besides the soothing and detoxifying digestive benefits, our gentle, herbal colon treatment can also help with:

- That washed-out, fatigued feeling
- Inability to lose weight (even with diet and exercise)
- Headaches and backaches
- Bad breath or body odor
- Fuzzy-headedness

You'll be surprised at how quickly you can begin to see a difference, {name}, and our once-a-day formula is easy to take.

To claim your **extra 10% discount**, just **click on this link to finish your Bowtrol Colon Cleanse order** so you can start feeling better sooner.

Yours for better health,

Eric Thomas

Bowtrol Colon Cleanse Customer Service