

Sample Email #1 (Series)

Subject Line: We're hyped you joined us!

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**Eliminate the legwork. Find your answers right here with us...Your T4 Shea Moisture Sorority.**

Hello Gorgeous! I'm super excited to meet you.

When you opted in at [sheamoisture.com](http://sheamoisture.com), we sent you our #AMILLIONWAYSTOSHEA app.

You belong to our [T4 Shea Moisture Sorority](#)! Our hair is prone to breakage...and dryness is like "really"? And the frizz! Don't EVEN with the styling!

It's about time we get special treatment. The lack of accurate information (and products) that really works for us is frustrating...especially for us busy girls. We keep things moving.

Everyone else has unlimited hair solutions. *WE* cut through the noise and get to the "root" of the dos and don'ts for our hair.

- ✓ Low-Porosity
- ✓ High-Porosity
- ✓ Dryness
- ✓ Breakage.
- ✓ Shrinkage
- ✓ Styling
- ✓ De-tangling
- ✓ Definition
- ✓ Time

**Think of us as kind-of a support group**

But not *just* support. We have real solutions. We bring together the BEST information available for TYPE 4s. Cleansing, conditioning, setting, defining- and great tips for growing and maintaining strong, versatile natural tresses.

We'll introduce you to *Shea Moisture* products that help you bring your best hair game.

You want to enhance your hair...not have it take over your life...right?

We'll walk this journey together to manageable, healthy show-hair! And you'll be even more proud of being a NATURALISTA.

**Are you in?**

Find answers to many of your hair questions right here with us...Your [T4 Shea Moisture Sorority](#).

So, how do you set the foundation for well-hydrated tresses? Easier maintenance...YES, PLEASE!

Begin with our [TYPE 4 TUTORIAL](#) starring me...Whitney! Your [T4 Shea Moisture Ambassador](#). Discover the

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best cleanse-condition-protect regimen for your crowning glory.

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Exclusively for our Sorority. Start on the path to optimal moisture and versatility.

[GET T4 HAIRCARE TUTORIAL](#)









Sample Email #6 (Series)

**Subject Line:** ☑ ☑ipes for NATURALISTAS

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**Download our blog and receive a 30% discount code on your purchase from our [Beauty Hack Collection](#).**

Up your glam game and bring out your inner earth goddess.

Natural is gorgeous...and sexy. **Shea Community** *loves* a NATURAL beauty hack!

Maybe you're already into creating your own beauty hacks. Or maybe you want to learn the art of creatingsome.

You can use Shea Moisture bases with your proprietary blend of ingredients to mix your own personal recipes.

Or create recipes using many of *Shea Moisture's* delicious products:

- moisturizes
- cleansers
- scrubs
- oils
- butters

We show you how with [Shea Moisture Natural Beauty Hacks](#).

Our commitment to you is next level with our newest, purest collection. **The Beauty Hack Collection** is available at [sheamoisture.com](http://sheamoisture.com).

Get easy recipes made with our organic bases.

Download our blog and get your **30% discount code** on our [Beauty Hack Collection](#).

**[Shea Moisture Natural Beauty Hacks](#)**

~ While I was not hired to write this copy, it shows the quality of copy you can expect when you hire me.