**Subject Line:** It’s here! The [product name]

**Body:**

Hi [Name]

I hope you’re having a wonderful day! I am emailing you today to let you know we have opened doors to our [product name].

It helps you [describe the problem and solution].

[Link]To learn more about what it does, click here…[Link]

Make sure you buy it before [mention either a time frame or number of sales].

Here is a testimonial from a recent customer [add a review from a customer].

If you have any questions about the product, please respond to this email or use the live chat on the product page. Our staff is waiting to respond to you.

Thank you,

[Your signature]