**PRE-LAUNCH – EMAIL TEMPLATE TO BUILD FOLLOWING**

Subject: Access to my research / Insights

Name,

I would like to extend to you an exclusive, pre-launch invitation to join me as I share my research and expertise at [www.clewed.com](http://www.clewed.com), a new peer-to-peer knowledge sharing platform.

Register with my invitation code “Insert your unique invitation code”. It’s free to join, takes only 3 minutes to sign up, and you will receive special offers I’ll pass to my guests.

Regards,

Name

Title

**POST LAUNCH – TO A DIFFERENT GROUP THAN LAUNCH EMAIL**

Subject: Sharing Insights on “Topic”

Name,

I have limited discount passes to my Insight on “Add topic”. Please check out the detail at “insert the specific link”

If interested, please register at clewed.com with my invitation code “Insert your unique invitation code”. Clewed will email you a discount code to enter the topic as my guest within 24 hours.

Join now at (Add insight url) to get started.

Best,

Name

Title