

A QUICK WORD ABOUT PROTOTYPES

- ▶ Minimum possible effort
- ▶ SHOULD throw it away after the test
- ▶ DOESN'T mean offering the actual product

Hi name,
I'm the founder of Bone Broths Co. I wanted to reach out to say I'm really excited you ordered our bone broth. However, we don't have the product in stock at the moment. So, I'm happy to refund you in full, or give you a 50% discount and we'll ship in just a few weeks.
Thanks, Justin





A GUEST CASE STUDY

STEVE GEORGE