



# SHHH EMAIL PROMO

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# THE “SHHH!” EMAIL PROMO

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Welcome! We're excited for you to test this email campaign right away. One of our Customers-On-Demand clients had an overstock of chicken. He came to us and asked if we could help. The “SHHH!” promotion is what we came up with. It has a lot of fun and personality which is the secret sauce beyond the obvious direct-response marketing tropes. Proud to say, those who have deployed this promo have seen a number of sales. That's the power of email marketing. Change the parts that are in blue to fit you and your business and you should be good to go! (Don't forget to check your links.)

## EMAIL #1

**SUBJECT:** HELP! I screwed up...BAD! (good news for you though)

Welp,

In today's episode of “What Did [Joe](#) Screw Up Now?”

Look, I really messed up.

We just finished processing some beef.

Trying to stay ahead of some summer promos.

And since I'm a gEnluS...

I didn't take into account FREEZER SPACE!

So our operation here has a little bit of a bottleneck.

I can't finish processing orders until I ship out some orders.

To do that I need one teensy weensy little thing.

Uh...ORDERS!

So if you can help a farmer out.

I'm willing to help you out.

Capeesh?

So here's the deal.

- I have (x number) (product type) ready ship.

They will go out as soon as you place your order.

Like instantly.

Here's the best part.

Not only are you getting the BEST grass-fed beef North of Chicago.

Just for helping me out?

I'm throwing in a FREE (bonus product).

These go for (price).

But it's my gift to you.

Just my way of saying THANK YOU for being part of the (Farm Name) family!

That being said, here's the downside.

I only have (x number) of (product type) available at this price.

So it's a bit of a "now or never" type thing.

I can't believe I did this.

Lol.

Who doesn't check freezer space first?

Oh, yeah me.

Lesson learned.

Anyway...

Grab your (product type) for just (price) here: [LINK](#)

Talk soon,

(Your Name)

Owner, (Your Farm Name)

P.S.

I have to sell (x number) of (product type) by THIS Sunday.

Or (Spouse/Partner) is going to KILL me! So [CLICK HERE](#) to order now :)

## EMAIL #2

**SUBJECT:** Wow! My "(Your First Name's) An Idiot Sale" Is #\$\$%&@\*!

Hey,

So remember that email from yesterday?

The one where I confessed to a BIG mistake?

You know...the freezer one?

Yes.

That one.

Well, we had (x number) of (product types) sold...

...within the first 47 minutes of that email going out!

Just in case you missed it.

I had some beef processed.

And forgot to account for our commercial freezer space.

So we are overstocked.

Like...BIG time!

Created a wee little bit of a bottleneck in our farm operations.

Also, I didn't tell (Spouse/Partner's First Name) yet.

And I won't have to if you could help me out.

Which would be awesome for me.

Seriously.

(He/She) puts up with enough of my shenanigans around here.

So here's the deal...

We have (x number) of (product type) waiting to ship out.

I have until Sunday to get these out.

That means when you place your order today.

I'm mailing it out instantly.

Mostly because I have no choice.

Oh, yeah! Almost forgot!

And since you are ordering today.

I'm throwing in an extra (product type) for FREE.

Just for helping me out.

You know we can hardly keep (product type) in stock for (x price).

So this is quite a hook up!

Go ahead and place your order now.

Again, that's (product type) for just (price) here: [LINK](#)

Talk soon,

(Your Name)

Owner, (Your Farm Name)

P.S.

After yesterday's email these went QUICK! I expect to be sold out well before our deadline. So if you're serious about saving I wouldn't wait. Get yours here -> [LINK](#)

P.P.S.

I forgot to mention. Part of this deal is NOT telling (Spouse/Partner Name). Otherwise, you pay full price. ;)

### EMAIL #3

**SUBJECT:** My “Don’t Tell (Spouse/Partner)” Beef Sale! (lol)

Hey,

If you’ve been following along these last few emails, you already know.

Had a little bottleneck here at the farm.

I accidentally processed too much beef before measuring freezer space.

Because I’m a professional.

Lol.

Basically, you can get (product type) for (x price) if you order by Sunday.

Here’s the problem.

We won’t have enough left by Sunday.

After the first email?

We had (x number) of (product types) sold...

...within the first 47 minutes of that email going out!

And it happened again.

Once I hit send on that email.

We sold (x number) of (product types) in 2 hours!

So today might be your LAST chance!

If you want to fill YOUR freezer with the best beef [North of Chicago...](#)

Don’t wait.

We will never sell at this cRaZy price again.

How do I know?

I found my tape measure.

Never making that storage mistake ever again.

Lol.

Go ahead and claim one of the last remaining [\(product type\)](#) for [\(x price\)](#)...

Click -> [HERE](#) <- to get yours now!

Thank you for being a part of the [\(Farm Name\)](#) family.

Truly.

You are really helping me out.

And it's appreciated.

Talk soon,

[\(Your Name\)](#)

Owner, [\(Your Farm Name\)](#)

P.S.

Also, we STILL aren't telling (Spouse/Partner). OR...you have to pay full price. ;)

P.P.S.

Forgot to mention. Your order is shipping out with a FREE [\(product type\)](#)!

You know these routinely SELL OUT at [\(x price\)](#)...

So accept this gift as my way of saying THANK YOU!

## EMAIL #4

**SUBJECT:** re: LAST CHANCE for the “Shhh” Sale!

Hey,

(Your First Name) again.

Real quick.

We have just 2 (product types) for (x price)!

Not going to twist your arm.

At this rate?

They will be gone within 15 minutes of sending this email.

These emails go out to 632 people “in the know” just like you.

People who value eating the cleanest grass-fed AND grass-finished beef this side of Chicago!  
It's truly an honor and a privilege being your farmer.

That said.

Order your (product types) for (x price) with FREE (product type) now!

Hit the link -> [HERE](#) <- and I'll ship it out right away.

Thank you for being a part of the (Farm Name) family.

Means the world.

Talk soon,

(Your Name)

Owner, (Your Farm Name)

## EMAIL #5

**SUBJECT:** Bad news on the “You Know What” Sale :(

Hey,

That went quick.

We are completely SOLD OUT.

I'm sorry if you missed your chance to order...

(product types) for (x price) with FREE (product type).

Remember, check your inbox for our summer sale coming up.

We have some exciting offers planned for you and your family.

Again, thank you for being a loyal customer.

You saved my TUSH from (Spouse/Partner)'s wrath!

See you soon,

(Your Name)

Owner, (Your Farm Name)

## EMAIL #6

**SUBJECT:** WAIT! 1 (product type) LEFT! (hurry)

Hey,

Just had a cancellation on...

(product types) for (x price) with FREE (product type)!

Seriously.

I expect this to LAST one to in seconds after I hit send.

Ready?

Set?

Are you sure?

Order -> [HERE](#) now!

Good luck.

And may the odds be ever in your favor ;)

See you soon,

(Your Name)

Owner, (Your Farm Name)

**NOTE:** We've had a number of clients run this campaign and get some pretty remarkable results. There is one or two more emails that you could add to this to really make it work. The running joke through this whole thing is to not tell anyone about this promo because you're trying to stay out of trouble with your spouse, business partner or whomever. If you wanted another campaign immediately after this one you could run the angle of "Alright, who told on me?!" Then the hook is when your spouse, business partner, etc. found out about the promo, they said we didn't do enough to thank our customers for helping out. Then run a promo where there are a few more bonuses with the offer. As is, this one has helped a number of clients get a few quick sales.