

Welcome Email

Subject

Cold Feet? Us, too!

Preview Text

And I bet ours are colder than yours.

Body

But don't worry...

You're closer to truly cold feet--AND a healthier body--than you were yesterday.

I'm excited for what's next for you.

But first I want to say thank you for trusting me with your email... and for being a discerning customer.

I get it.

Getting a cold tub is a big decision...

You want to dip your toe in the water before taking the full plunge.

I would, too.

In fact, when I founded [REDACTED], I did an iceberg worth of research to create the best cold plunge experience.

There are too many companies out there who just want to sell you their "solution," take your money, and leave you to figure it all out on your own.

But not me.

I'm committed to helping you achieve optimal wellness... even BEFORE you "take the plunge."

Over the next few days, I'm going to send you emails to help you make an informed decision on the best option FOR YOU.

Here's just some of what you'll learn:

- Why Alzheimer's is scared of [REDACTED] cold plunges
- How the "River Model" is nature's reset button... and why your heart will thank you
- How 3 minutes of pain will give you all-day pleasure
- Why breaking the "thermal barrier" is critical for optimal health benefits
- How you can reduce your risk of all-cause mortality by 48% in just 5 minutes a day

I'm excited to share this information with you just for opting in to learn more about [REDACTED].

In my next email, I'm going to tell you about how an optimal cold plunge will improve the quality of your life on day one. That's right: just ONE plunge. Imagine what will happen when you can plunge daily in your own home?

Chill and Be Well,

Peter "coldest feet" [REDACTED]

P.S. Before I forget, I have one favor to ask. Can you hit "reply" and let me know what your #1 goal is for maximizing your health and wellness? I read every email, and it helps me give you the content you want and need most.

Just take a few seconds to do that now. (It also helps with emails showing up in your inbox, so you'll be sure to get all the cold plunge tips I will send you over the next few days.) Thanks!