

## Example of email sales copy

**Subject line: This is the strangest way ever to cure embarrassing acne**

Dear (Name)

Just like you, I used to suffer from acne. Not only was it painful physically, but I reckon the mental distress was way worse.

You know how it is – you feel everyone is looking at you. Laughing at you. Judging you because of your skin.

If you're anything like I was, you feel miserable about it. You're sick of hiding and feeling bad about yourself, too embarrassed sometimes to go out. And on top of that, you've spent a fortune on acne treatments, and none of them worked very well.

Well, you know what? It doesn't have to be that way.

You CAN have great skin again – quickly and naturally and in a way you wouldn't believe!

You see, one day when I was in my kitchen, I had the strange idea of checking out my cupboards to see what natural products I could use on my skin. I'd heard about banana and honey face packs, milk, oatmeal scrubs...but I sensed something else was needed to bust my acne.

So I tried....

....bicarbonate of soda.

Yep, plain old bicarbonate of soda. The sort you buy dirt cheap from any store.

I had no idea if it would work or not...I was just drawn to it, don't ask me why. Strange, I know.

Well, the results were OK, but not great, and I was really looking for great.

So I mixed the bicarbonate with a few other *key ingredients* – this took some trial and error and A LOT of time.

But you know what? What I put together worked like a *dream*.

In fact, my skin has never been so good. Ever.

And that's when **Skinbicarb** was born!

I know it can work for you too to eliminate your acne for good – that's guaranteed.

And it's gentle on your skin, even when it's *eliminating* your acne. That's because all the ingredients are *100% natural*. Skinbicarb contains only goodness for your skin.

I will show you *exactly* what I did and how you can achieve the same fantastic results at (Your website here) with Skinbicarb.

But you need to hurry and check it out – right now. I've drastically cut the price of Skinbicarb because I want to help as many people as possible.

But the price won't stay that low for long!

So visit (Your website) today for Skinbicarb and solve your acne problem fast!

(Your name)

P.S. As a bonus, I am throwing in a copy of my eBook "20 Skin Care Secrets Top Models Don't Want You to Know" with every purchase. You'll find out:

- The quickest and easiest way to eliminate wrinkles - naturally
- Why you should keep your skincare products in the refrigerator
- Why your pillow can make or break the quality of your skin
- And much more!

But don't delay solving your acne problem. Don't hide anymore behind bad skin – let Skinbicarb help your true self shine out to the world with confidence.

Go here for the best skin of your life: (your website).