

# ⇒ Welcome Emails Sequence ⇐

## ★ Email#1: (introductory)★

### Subject-Headline:

- 1) 🎉 Welcome... You're in a Hueligan Community 🥰
- 2) 🎉 Huel Welcome YOU As a New Member 🥰

**Together, we aim to improve the health of people and the planet.**

You made it! Now you're hueligan. As a hueligan, you became part of a community of more than 30 million members from more than 100 countries who are improving their lifestyles.

I created Huel because traditional food takes more time and money. Huel provides you with all the necessary nutrients so that you can lose weight while getting healthier at the same time. With 8 flavors to choose from, it is both healthy and tasty.

My mission is to promote the health of both people and the planet. Would you like to make your life a healthier one?

***Julian, Founder***

You'll miss it. What!

Quickly pick up the phone and order your first Huel meal.

If you haven't tried Huel yet, congrats you will get a **FREE T-shirt** and **Shaker** on your first order.

Both make you look like a Hueligan. 😎

***Order Now***

### **Any confusion?**

Huel co-founder, James Collier is here to explain everything you need to know about your nutrition guide and bust all false ideas.

**Watch Now**

**Shop Huel**

**Account Login**

**Footer**

## ★Email#2: (Product Choice)★

### Subject-Headline:

1. Find the right food with Huel 🤔💡
2. Which Huel is best for me? 🤔 Here's the answer

## Is choosing a meal confusing? Huel can help You

Let's break it down. Feeling stuck in the paradox of choice? – And confused about which huel to buy?

No worries, Huel made it easy to find the meal that perfectly suits your needs.

Huel sets the optimal amount of protein, fiber, salt, and all other micronutrients in each meal. A gluten-free and artificial flavoring option is also available for customers.

The ingredients are carefully chosen to make you healthy and happy.

But –how can I choose which Huel is best for me?

We got it. In Huel's **Quiz**, we provide you with clear information about ingredient quantities.

Just tell us your preference and we will show you the right meal that is healthy and suits you.

**Click Now** to clarify your confusion -- Because health is more important than time.

**Take The Quiz Now**

If you have decided which Huel to buy. Don't wait – and **Order Now** because you'll get a **FREE** Shaker and T-shirt in your first order.

Both make you one of the 300 million Hueligen who live in more than 100 countries to live a healthy life leaving a lazy and expensive traditional lifestyle.

**Shop Huel**

**Account Login**

**Footer**

## ★Email#3: (Scarcity)★

### Subject-Headline:

1. Do You Want to Waste FREE Stuff? 😱😱
2. What!!! 😱 A First Order Offer Ends Soon 😱

## Free Stuff in Your First Order is Only Available For a Limited Time

Yes, it's true. A FREE shaker and T-shirt with your first order are available for a limited time.

If you haven't tried huel yet, you consume 10x more calories from regular food than your body needs. Think about it!

The ingredients in Huel are completely natural, and the production process is environmentally friendly. Huel contains all the carbohydrates, protein, fat, fiber, and 27 essential micronutrients your body needs to thrive in 8 delicious flavors.

All nutritionists and dietitians approve of Huel, including **Sharon Palmer** and **Tavis Piattoly**, two of the most famous dietitians in the world.

We aim to change people's lifestyle to be healthier, cheaper, and less time-consuming. You should join us – a community of 30 million Hueligans, have a better lifestyle than others.

Huel gives a **FREE** shaker and T-shirt to those who order huel for the first time.

But because hundreds of people join us every day, we will soon run out of stock.

In order to take advantage of this free offer, pick up the phone, **Order** your first meal and get a FREE T-shirt, and shaker.

***Order Now***

**Shop Huel**

**Account Login**

**Footer**

# ⇒ Process Behind Email Copy ⇐

## ★ Research For Email Copy ★

### ➤ Who's the target audience?

- Time-Poor People
- Health Conscious Brits

### ➤ What keeps them awake at night?/ "Pain points"

- People want to quickly prepare their food without sacrificing Health.
- People want to lose weight by getting only essential nutrients.
- Typical meal preparation is time-consuming and expensive.

*Review: My interest in Huel came about for several different reasons – I was looking for ways to save money on food, I wanted a method to lose weight that wasn't as time-consuming as regular exercise, and I didn't want to go on a diet that could impact my love of food and cooking.*

### ➤ List down top 3 competitors

- LYFEfuel
- Ka'chava
- Soylent

## ➤ **What are the things they find missing in existing products/** **“Issues with existing solutions”**

The majority of them use artificial sweeteners, making natural components seem suspicious.

Many people share the experience of health problems due to the use of it.

## ➤ **The Unique Selling Proposition(USP)**

Concept: *Huel is not only a product. It's a lifestyle that promotes healthy meal replacement with traditional food. It consumes less time and money.*

Cure: *Huel makes you healthy by providing essential nutrients(it's a meal replacement NOT an additional meal). It acts as a **cure** for weight loss and expensive food.*

Rarity: *Huel products are manufactured with **natural** and **eco-friendly materials**, so by purchasing huel you can improve your well-being and also contribute to protecting the environment (**be a better human**).*

## ★Planning★

### ● **Stage of Awareness:**

Problem-aware

### ● **Goal of Sequence:**

1. Engage leads with the brand voice
2. Anticipate objection
3. Resolve objection
4. Clear confusion about product choice



5. Generate sales

- **RIOA—The Rule of One**

**1. One Reader:**

First email sequence that prospects receive. Important for creating a buying environment.

**2. One Idea:**

Make prospects aware of how Huel can improve their diet, as well as their time and their money.

**3. One Offer:**

Discount offer if it's the first purchase.

Subscribe and save 20%

**4. One Action:**

Make sure prospects click the Shop Now button — And take them to the sales page.

**★ Structuring ★**

**➤ Email#1: (introductory)**

**Lead:**

- 1. Subject-Headline:** (attention grabbing)
- 2. First line:** (short & curiosity driven)

**Body:**

- 3. First paragraph:** (slippery slide)
- 4. Tell brand's story:** (USPs)

5. Give offer

**Close:**

6. CTA
7. Share valuable resource
8. CTA

## ➤ Email#2: (Product Choice)

**Lead:**

1. **Subject-Headline:** (attention grabbing)
2. **First line:** (short & curiosity driven)

**Body:**

3. First paragraph
4. Anticipate objection
5. Resolve objection
6. Clear confusion about which should by
7. CTA

**Close:**

8. Repeat Offer
9. CTA

## ➤ Email#3: (Scarcity)

**Lead:**

1. **Subject-Headline:** (attention grabbing)
2. **First line:** (short & curiosity driven)

**Body:**

- 3. First paragraph**(story of others)
- 4. Build brand authority**(production)
- 5. Remind offer**

**Close:**

- 6. Tell closing of offer**(scarcity)
- 7. CTA**