

Send: Day 1

Subject Line A: Your dog's about to go bonkers

Subject Line B: Let's get this pawty started

Subject Line C: Dogs of America, the time is now

Subject Line D: Whisper this news in your dog's ear

Meta/Preview Snippet: Every good dog deserves this.

Ready, Rebecca?

I'm about to do something I've never done before, but I want to help you reward your dog for being your BFF 24/7/365.

Your good girls and best boys deserve this. Get ready for a big announcement coming to your inbox tomorrow.

I paw-mise it's worth the wait.

P.S. The cool part is you don't have to leave your house to fetch anything.

Until then,

Colleen O'Fallon Toledo

Milo's mom

Sweet Paws Bakery Founder

Send: Day 2

Subject Line A: Forward this email to your dog

Subject Line B: What's really hiding in your dog's treats?

Subject Line C: I'm fed up with lies in the pet industry

Subject Line D: Can something safe for dogs taste good?

Meta/Preview Snippet: Your dog is worth only the very best.

Here we go, Rebecca,

Are you tired of wondering whether your dog's treats are safe and healthy?

You aren't alone, and it's not your fault.

Last year, \$50 BILLION dollars was spent on pet food and treats in the U.S. A lot of them are sitting on store shelves filled with preservatives and fillers.

I decided to do something about it. Imagine an [extra special package](#) arrives at your doorstep with your dog's name on it.

Imagine everything inside is designed for your dog.

Everything is SAFE. Contains no preservatives or fillers. It all tastes amazing.

Because your dog is worth only the very best. Would you and your dog open that package?

Click reply and let me know what your dog would do with this magical box of goodies.

[\[Give Your Dog The Very Best\]](#)

P.S. I'm ready to unleash this news to my loyal subscribers tomorrow.

Talk to you tomorrow,

Colleen O'Fallon Toledo
Milo's mom
Sweet Paws Bakery Founder

Send: Day 3

Subject Line A: Every dog has his day, and this is it

Subject Line B: The big reveal has arrived

Subject Line C: Toss the canine-friendly confetti

Subject Line D: Time to disrupt the pet industry

Meta/Preview Snippet: Congrats on being an awesome dog parent

It's time for the big reveal, Rebecca!

Toss the canine-friendly confetti!

Sweet Paws Bakery is launching Abby & Parker's Treat Box 2.0.

I'm kicking it up a notch.

Peace of mind knowing what's in your dog's treats.

The look of pure bliss and joy on your dog's face when [each monthly box arrives](#).

Subscribers to our monthly treat box know how awesome, tasty, fun, and safe our goodies are.

What makes version 2.0 so different? You asked, and I listened.

Each box includes a monthly goodie for pet parents, so you get a special surprise, too!

New flavors rolling out so your dog is never bored.

Monthly unboxing photo contest on social media for prizes so you and your pup have online fun together!

Imagine all the photos you'll take of your dog unboxing and sharing the moments with family and friends on social media.

I'll tell you about another very special 'golden' surprise tomorrow.

In short, your dog gets a box of yummy goodness delivered to your home and falls even more in love with you.

I'm keeping this offer open for one week only. Anyone who signs up by July 30th will get all these extra goodies.

The price of Abby & Parker's Treat Box 2.0 will go up, but you can lock it in at the same low rate.

[Treat Your Dog]

P.S. Who will be more excited every month when the [magic box of goodies](#) arrives? You or your dog?

Congrats on being a pawsome pet parent,

Colleen O'Fallon Toledo
Milo's mom
Sweet Paws Bakery Founder

Send: Day 4

Subject Line A: Make your dog's dreams come true

Subject Line B: Imagine your dog's face when he sees the box

Subject Line C: How to be a superhero to your dog

Subject Line D: Your dog's package is waiting

Meta/Preview Snippet: Will your box contain the golden paw?

You're a dog lover of the highest order, Rebecca,

Imagine if you never had to worry about running out of [healthy goodies for your dog](#).

Supply chain issues and product shortages have affected all the big box chains.

Our treats are made in-house with no preservatives or fillers, hand backed with love.

Now imagine if your dog had a fun activity to do each month, and it elevated your bond even more.

When the magical box arrives on your doorstep every month, will it contain the golden paw?

The golden paw will appear in one [2.0 subscriber's box](#) and entitles you to one extra treat box valued at \$39.95.

You'll be a hero to your dog. You'll also look forward to the mail carrier's packages as much as your pooch does!

[\[Start the Magic Now\]](#)

Welcome to canine bliss,

Colleen O'Fallon Toledo
Milo's mom
Sweet Paws Bakery Founder

Send: Day 5

Subject Line A: Don't forward this email message

Subject Line B: I'm sweetening the deal

Subject Line C: Taking things up a doggone notch

Subject Line D: This offer expires in two days

Meta/Preview Snippet: I'm only sharing this news with my subscribers

I'm not announcing this to the general dog-loving public, but I want you to know something.

I'll tell the world about this offer on August 8th, but for now, it's just between you and me (and your dog if you shared this news.)

You can lock in a 3-month, 6-month, or 12-month subscription to our 2.0 box with this exclusive one-time-only pricing.

Once the calendar says July 30th, the special pricing goes away.

I've been in business for 10 years, I've never done this before, and I cannot do it again.

[Treat your dog-loving friends](#) to a 2.0 box and opt for the bill-to/ship-to option. They'll get all the goodies, and you'll keep all the savings.

I won't offer this pricing again, but I want to say thank you to you and your dog for being Sweet Paws Bakery's customers.

[Don't Let Time Run Out]

P.S. Line: I want [you and your dog to be super happy!](#)

Wags,

Colleen O'Fallon Toledo

Milo's mom

Sweet Paws Bakery Founder

Send: Day 6

Subject Line A: Don't let your dog miss out

Subject Line B: In dog years, this offer is expired

Subject Line C: Did you register your dog yet?

Subject Line D: I'm putting it all on the line

Meta/Preview Snippet: One-time-only pricing expires tomorrow

Hi Rebecca,

Only one day left to take advantage of our special offer.

The new and improved Sweet Paws Bakery Abby & Parker's Treat Box 2.0 deal expires tomorrow, July 31st.

Get your paws on the deal below.

[\[Spoil Your Pup\]](#)

All our best,

Colleen O'Fallon Toledo

Milo's mom

Sweet Paws Bakery Founder