Welcome email #1: Send immediately upon sign-up

Subject Line: Here's your code for 10% off!

Welcome to Basic Keto!

[brand photo or funny meme photo]

We're so glad you're here.

Use the code below to get 10% off your first purchase*

XXXXXX

SPECIAL BONUS

Enjoy free shipping and receive a free tumbler when you subscribe today!*

*Valid only for first-time customers.

[button] Subscribe Now! [/button]

Now that you're on our list, you can bet your bacon we've got all kinds of great stuff coming your way!

Get ready for some of the best keto tips, inspirational stories, and exclusive discounts available to the Basic Keto fam!

Stay tuned…

[button] Subscribe! [/button]

Subject: You're not alone in this…

Looking for Support on Your Keto Journey?
We Got You!

[brand photo or funny meme photo]

Basic Keto isn't just a box of keto-friendly awesomeness.

We're proud to be a Canada-wide community and support network of keto fans, experts, recipe lovers, and success stories!

[button] Follow Us on Instagram! [/button]

A Note from Our Founder

[photo of Lorenz]

Hey! Lorenz here, founder of Basic Keto.

I wanted to personally thank you for signing up, and to introduce myself!

Growing up, I was a serial yo-yo dieter.

I could never stick to any healthy eating regimen and always found myself falling back into old habits.

After all, I wanted to enjoy food… and life!

When I discovered keto, I was immediately drawn to the very low-carb/high-fat protocol…

But I knew that I was going to have to diversify the diet to make it sustainable.

That meant snacks.

And a good variety of snacks!

There are so many incredible options available nowadays thanks to the rise of low-carb lifestyles.

From brownie bites and cookies, to crackers and chips, the keto-friendly possibilities are endless.

And that's why I started Basic Keto.

I want to help you reach your goals, without having to give up all your favourite foods and snacks.

Changing your eating habits is hard…

Why make it harder than it needs to be?!

Feel free to hit reply to this email with any questions or comments you might have.

I'd love to hear your story, and your thoughts on keto!

To your health and success,

-Lorenz

Welcome email #3: Send 2 days after email #2

Subject: Get inspired by some of these success stories!

Introducing: The Ketones and Coffee Podcast!

Tune in for your weekly dose of keto inspiration and education!

[brand photo or funny meme photo]

Every week, Basic Keto founder Lorenz sits down to chat everything keto with influencers, experts, and everyday people like yourself.

Find out how others dealt with the challenges of keto and how they found success.

You'll also get expert tips from qualified individuals including coaches, authors, and health practitioners who are knowledgeable about the science behind the diet.

Listen weekly to stay informed, and stay motivated on your own keto journey.

Subscribe now to the Ketones and Coffee podcast!

[button] Subscribe to the Podcast! [/button]

Welcome email #4: Send 5 days after email #3

Subject: Want more great discounts?

Save More on Your Favourite Keto-Friendly Snacks!

As a Basic Keto member, you gain access to exclusive discounts from our partners.

[brand photo or funny meme photo]

Love a particular snack that came in one of our boxes?

Just head on over to our discounts page to use the corresponding store's discount code when you buy directly from them!

[button] Get Your Discount Codes! [/button]

We love to support local, Canadian stores that make the keto-friendly lifestyle easier and more delicious than ever!

REMINDER

There's still time to get your discount on your first box!

Use code XXXXX to get 10% off.*

*Valid only for first-time customers.

Shipping is FREE Canada-wide and as a first-time subscriber, you'll also receive a free tumbler as a gift!

Know another keto fan? Gift a Basic Keto subscription!

[button] Subscribe! [/button]   [button] Give As a Gift! [/button]