

PROSPECT EMAIL #1

Subject	Your \$50 Amazon gift card awaits
Preview Text	Record a review, claim your reward.
Body Copy	<p>Hi [Fname],</p> <p>This is [Sender Name] from G2. And no, I'm not trying to sell you anything.</p> <p>Actually, it's kind of the opposite. I want to give you a \$50 Amazon gift card. All I ask is that you do me one quick favor.</p> <p>We're currently working with {{TargetedVideoReviewProductName}} and would love to have you leave a quick video review for their G2 profile.</p> <p>The review process is simple:</p> <ol style="list-style-type: none">1. Click the link below2. Record yourself answering 5 easy questions3. Submit the review and collect your gift card <p>\$50 for a task that takes less than 10 minutes to complete? You're not going to find a much sweeter deal than that.</p> <p>Let me know if you have any questions/issues. If not, enjoy the gift card!</p> <p>RECORD MY REVIEW NOW</p> <p>Thanks, [Sender Name]</p>

PROSPECT EMAIL #2

Subject	Record a review, buy something new
Preview Text	A \$50 Amazon gift card is yours when you provide a review of {{TargetedVideoReviewProductName}}
Body Copy	<p>Hi [Fname],</p> <p>I wanted to check back in and see if you've had a chance to record a quick video</p>

	<p>review of your experience with {{TargetedVideoReviewProductName}}?</p> <p>I'm not exaggerating when I say it's quick – we're talking 8 minutes here. And we're giving you a \$50 Amazon gift card to thank you for your effort. Not bad ROI.</p> <p>If you're already a G2 user, all you have to do is click the link at the bottom of this email, login to your account, and record the video.</p> <p>If you are NOT a G2 user, no worries. You just need to click "Sign up" in the upper right hand corner of this page and create an account. Then you'll be all set to leave your review and claim your gift card.</p> <p>RECORD MY REVIEW NOW</p> <p>Thanks, [Sender Name]</p>
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PROSPECT EMAIL #3

Subject	One review = \$50 at Amazon
Preview Text	Last chance to claim your free Amazon gift card
Body Copy	<p>Hi [Fname],</p> <p>Reaching out one last time to see if we can interest you in a \$50 Amazon gift card?</p> <p>As a reminder, all you need to do to claim it is record a quick (<i>less than 10 mins</i>) video review of {{TargetedVideoReviewProductName}}.</p> <p>It's 5 easy questions about your experience with {{TargetedVideoReviewProductName}}. We promise there are no wrong answers.</p> <p>For active G2 users: Click the link below, log into your existing G2 account, and film your review.</p> <p>For non-G2 users: Click "Sign up" in the upper right hand corner of this page and create an account. Then click the link below to film your review.</p> <p>Once you're done, you'll be given the instructions to access your virtual Amazon gift card. Easy enough, right? Click the link below to get started and don't</p>

hesitate to email me back with any questions.

RECORD MY REVIEW NOW

Thank you,
[Sender Name]