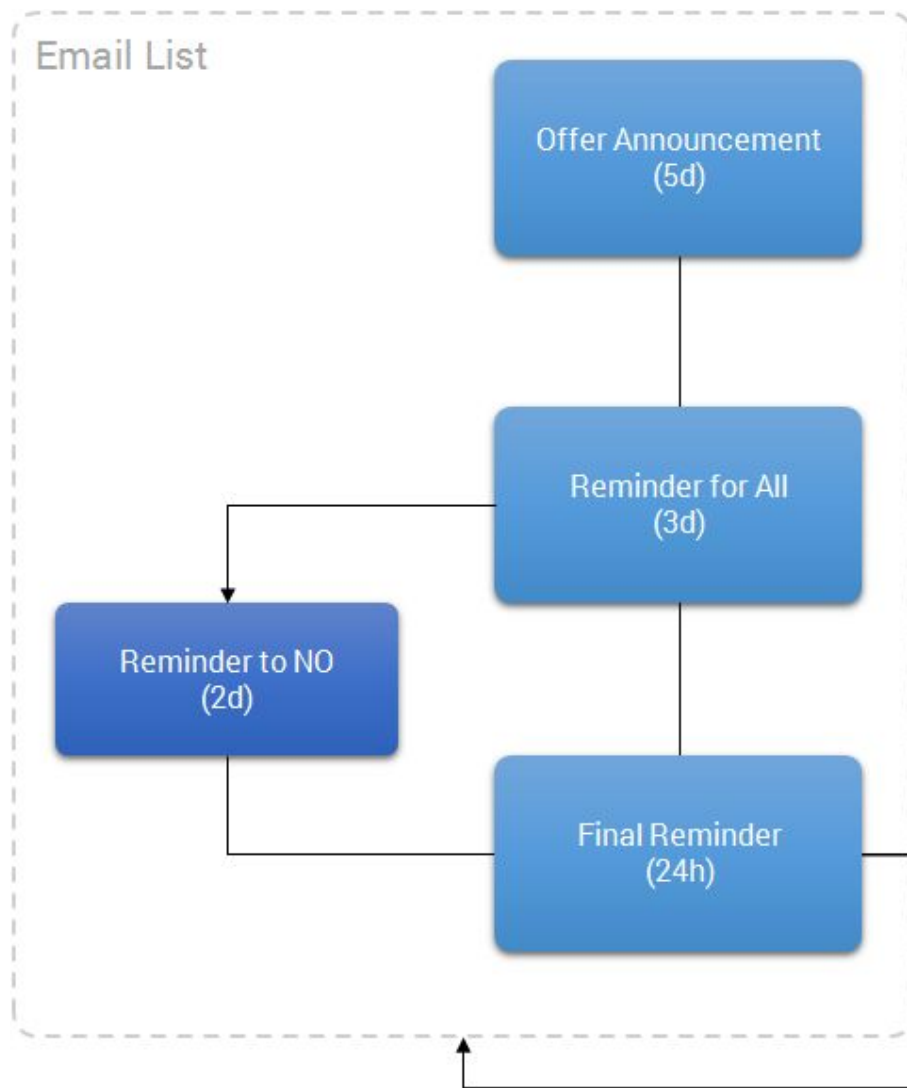


Scarcity Campaign Breakdown



By Thrive Themes



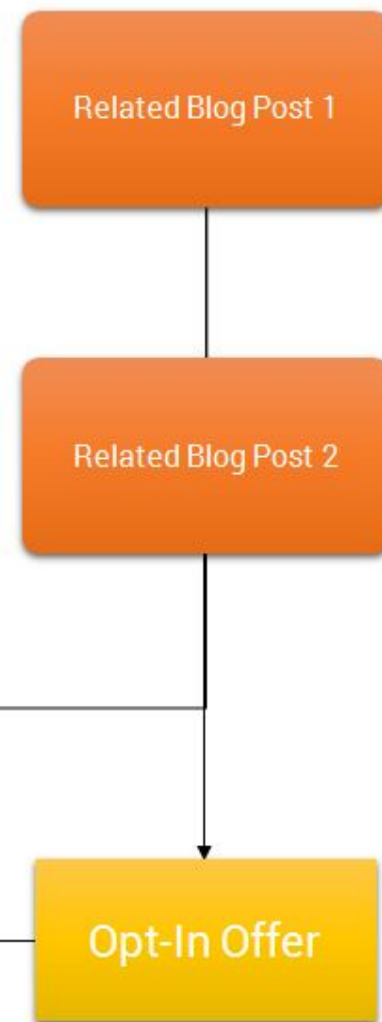
During a promotion of 5 days. Send several emails, to announce the special promotion, to remind your audience about it and to make sure they don't miss out.

To reach a maximum of your subscribers, you can resend a reminder email to those who did not open the first reminder.

To communicate efficiently about this special offer, create a specific landing page for it and use scarcity formulas to make clear this is a limited offer.

Special Offer!

Blog posts will add a shareable component to your special offer and will help you to get traffic even when the special offer is over.



Add an opt-in offer to the blog posts to grow your list.

Thrive Headline Optimizer Launch Scarcity Campaign

6 Headline Fails

Check out how this new blog post could change the way you write content.
Thanks so much for your interest! Check here for a web version.



Lately, I've been thinking a lot about the 80/20 principle, %FIRSTNAME|UPPERFIRST%. The idea that only 20% of what you do affects 80% of the results you get has HUGE

THO Launch for Non-Members

Wow! Just released a new plugin and it's one you don't want to miss.
Thanks so much for your interest! Check here for a web version.



I have a really exciting announcement, %FIRSTNAME|UPPERFIRST%: the Thrive team has just released a brand new plugin!

THO Launch for Members

Check out our new plugin, Thrive Headline Optimizer.
Thanks so much for your interest! Check here for a web version.



Hi %FIRSTNAME|UPPERFIRST%,
You're getting this email because you're a Thrive Member

8 Headline Tools

It takes so long with a blog that it's almost too difficult.
Thanks so much for your interest! Check here for a web version.



Hi %FIRSTNAME|UPPERFIRST%,
You may have noticed that we've been on a mission to help

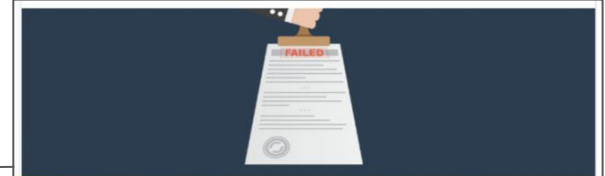
THO Launch Reminder 1

Just a quick reminder before this goes away forever.
Thanks so much for your interest! Check here for a web version.



Hi %FIRSTNAME|UPPERFIRST%,
I just wanted to send a quick reminder to make sure you


Thrive Headline Optimizer Launch



36 by Jay on March 18, 2016 in Increase Your Conversions
6 Reasons Why Your Headline Is Doomed To Fail



37 by Hanne on April 1, 2016 in Increase Your Conversions
8 Tools to Cook Up Magnetizing & Click Worthy Headlines

 **BONUS:** [The Last 8 Headline Templates You'll Ever Need - A Simple Fill-in Swipe File](#)

Now it's your turn.
Follow this simple scarcity campaign and boost
your conversion.



Thrive Ultimatum