

Step 1 - Sign-up

From: hello@gameplainer.com

Thanks for signing up for Gameplainer!

Click the button below to confirm your subscription and get your 3 free game reviews.

[Confirm Sign Up]

If you didn't sign up, you can safely ignore this email and no further messages will be sent.

[Unsubscribe]

Step 2 - Lead-In

- This is sent *immediately* after sign-up. Can be an automated email.

From: chris@gameplainer.com

Hey there!

Here is a link to your 3 free game reviews.

Please contact me any time if you have questions about the games!

Best,

Chris Hanney | chris@gameplainer.com

CEO

Gameplainer

Step 3 - Reaching Out

- This is not an automated email. This is direct. Gameplainer still small enough to allow for 1:1 connections.

From: chris@gameplainer.com

Hi [insert name]!

I'm Chris. I'm reaching out after getting a notification that you joined Gameplainer (thank you so much!) and wanted to make sure you got your 3 free game reviews.

Sometimes things get stuck in the spam folder. If so, no worries! [Here's the link again!]

Also, I'm curious: how did you find me? I'm working on making Gameplainer better every day for game developers, and would love any feedback!

Feel free to reply to this email and we can set-up a time to chat!

Talk soon!

Chris Hanney | chris@gameplainer.com

CEO

Gameplainer

Step 4 - Hook

- This is not an automated email. This is direct. Gameplainer still small enough to allow for 1:1 connections.

From: chris@gameplainer.com

Hi again!

I hope you had the chance to look at the 3 free game reviews.

If you didn't know, I also run a weekly blog that's free that talks about [insert information].

Check it out!

And tomorrow, I'll send you another freebie! Make sure to keep an eye on your inbox!

Best,

Chris Hanney | chris@gameplainer.com

CEO

Gameplainer

Step 5 - Sinker

- This is not an automated email. This is direct. Gameplainer still small enough to allow for 1:1 connections.

From: chris@gameplainer.com

I built Gameplainer to [insert info.]

As a community manager myself, I totally understand the frustrations behind tracking user sentiment. I wanted to... [personal story].

Which is why feedback is incredibly important! My goal is to make Gameplainer usable for [insert info]. No evil Big Tech, no AI, none of that evil overlording. Just good, actionable data that helps you!

Do you have feedback to make Gameplainer better? I would love to schedule a time to chat [insert calendar link here] and if you're shy, no worries! You can reply to this email too!

I hope to hear from you soon!

Chris Hanney | chris@gameplainer.com

CEO

Gameplainer