

Email 1:

SUBJECT: *Make your Bank Holiday count with free yoga classes*

EMAIL BODY:



OPTIMISM IS IN THE AIR

What could be better than Spring Bank Holiday? Everything becomes warmer, greener and a little bit brighter. Indoor gatherings are on the horizon, and there's optimism in the air!

The thought of the world opening up again might make some of you leap for joy. For others it's anxiety-inducing.

However you're feeling, we're inviting you to prepare mentally and physically for this brave new world with two weeks of **FREE LIVE, ONLINE YOGA CLASSES.**

Whether you're transitioning from YouTube yoga to live classes, if you're a beginner yogi or you've practised before, with The Frog Project you'll have unlimited access to live, expert teaching and a friendly, supportive community.

Sign up now for your 15 day free trial.

And if you sign up for a free trial before the 9th May and fall in love with yoga, get a special £10 off your first month's full membership with this code: MAYYOGA.

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Email 2:

SUBJECT:

A/B test:

Caution: Email may cause relaxation!

Welcome to your no-stress yoga discount

EMAIL BODY:



TAKE THE STRESS OUT OF DECISION MAKING

Choosing a yoga class is exhausting. Relaxing or sweat-inducing, live or pre-recorded, evening or morning. The options are endless.

We've got you covered with access to all of our classes for two weeks, **FREE**. Choose different times depending on when you're available. All classes are live, conducted on Zoom, and include a little bit of everything – restorative poses, active poses and everything in between. All you need to do is show up.

Sign up now for your 15 day free trial.

And if you sign up for a free trial before the 9th May and fall in love with yoga, get a special £10 off your first month's full membership with this code: MAYYOGA.

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Email 3:

SUBJECT: *One day left to start your free yoga journey*

EMAIL BODY:



AND NOW, THE END IS HERE...

We're so close to the end of lockdown, and the start of something new.

It's your **LAST CHANCE** to give your mind a (discounted!) chance to get rid of any stresses and anxieties around opening up.

I love being in class so much! It is such a lovely class, the perfect pace, relaxing but also nicely challenging. Such a release from everything happening in the world right now, I love it. - Fi, UK

If you sign up for a free trial in the next 24 hours and fall in love with yoga, take a special £10 off your first month's full membership with this code: MAYYOGA.

Sign up now for your 15 day free trial.

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