

Email Campaign for Zero

Zero Free reminder email

Subject line: We totally understand...

Header: *Everyone* puts off their first fast. But you can start yours tonight.

Body:

So it's been a few days and you haven't logged your first fast. We get it.

You're probably learning a *ton* about [the health benefits of fasting](#) in the Learn tab before you dive in.

(That's just plain smart.)

Try starting with a 13-hour circadian fast. Just extend your overnight fast a few hours to start improving insulin sensitivity and sleep quality!

Share it on social media to get you motivated :)

Start your first fast with Zero now [\(hyperlink\)](#)

ALL USERS: Reminder to verify your email address

Subject line: Verify email address so you don't miss out

Header: One tiny action will unlock a **ton** of value in the Zero app

Body:

Whoops – you forgot to verify your email!

(With everything going on in the world, we can understand why.)

Verifying your email is the key to unlocking all sorts of features you might not even know you're missing.

Verify your email here [hyperlink](#)

Once verified, you'll receive the following:

- **Weekly content updates**

This roundup of articles, videos, and audio will give you the latest fasting info all in one email.

- **Week-in-review emails**

We summarize all your weekly fasting data so that you can stay on the fast track to your goals – and motivated to

keep up your momentum.

- **Update announcements**

We're always improving the Zero app based on your feedback. Whenever a new update comes out, you'll be the first to know so you can keep unlocking all the health benefits of fasting.

Verify your email here! [hyperlink](#)

ALL USERS: Social Email

Subject line: Did you know that you're part of a global fasting community?

Header: Follow us on social for fast facts, memes, and motivation.

Body:

Truth is, fasting's more fun with others.

We all need a helping hand from time to time. Learn from the best, and de-stress with over a hundred thousand of your fast friends.

Insert links to all social pages

Don't miss out on the incredible value of the Zero Fasting Community

- Get the latest fasting tips and updates on recent scientific studies.
- Take part in group challenges and social-exclusive giveaways.
- Unwind with memes and inside jokes just for you and your fast friends.

Are you ready to discover how much fun a social fast can be?

Insert links to all social pages

FREE USERS: Dedicated upsell for basic to plus users

Subject line: Meet your personal fasting coach

Header: **Zero Plus puts you on the fast track to your goals**

[Upgrade your subscription here \(link\)](#)

Need more guidance in your fasting journey?

Zero Plus is the personal fasting coach that eliminates your guesswork.

By upgrading today, you'll have access to custom fasts, professional guidance and advanced statistics that give you 100% confidence in your fasting results.

Benefits of upgrading to Zero Plus include

- better accountability with customized plans
- deeper fasting knowledge through our premium content selection
- advanced statistics that keep you on the fast track to your goals
- more staying power with mood-based suggestions
- exclusive access to our panel of experts for your most pressing fasting questions

You can get a full year of Zero Plus for the price of a single fancy brunch that you'll be skipping on your next weekend fast anyway – just **\$69.99**.

[Upgrade to Zero Plus today \(link\)](#)

Email for blog post captures

Subject line: A special ‘thank you’ for visiting our blog..

Header: Download the free Zero App for even more expert fasting knowledge.

Body:

Download the World’s Most Popular Fasting App = now - [Insert download link here](#)

The Zero App helps you break through the noise with dozens of articles, video, and audio segments vetted by our team of experts. All the fasting knowledge you need is here in one place so you don’t need to worry about separating fast-fact from fast-fiction.

Put your new knowledge into action with Zero’s essential fasting toolkit.

- A fasting timer with insights and reminders
- A fasting journal to track your moods
- Statistics to track your progress

Join over [\[NUMBER OF DOWNLOADS\]](#) people using Zero today.

Get your Zero App here – [insert link](#)

FREE USERS: Visit the Learn section

Subject: Visit the Learn Tab for the fast facts you've been missing.

Header: The Learn tab in Zeropp is your one-stop shop for expert fasting knowledge.

Body:

Okay, you've started your timer. You're building that fasting habit. You're charting your progress. But what's happening inside your body? And what should you do next?

Consistency is key, but knowledge is what ultimately helps you make fasting a part of your toolkit for whole body health.

Check out the latest expert info in [Learn](#)

Make sure you don't miss out on the tips, tricks and motivation that could take your fasting game to the next level. These include

- What supplements you should take on a fast – and which ones will break a fast
- Which kinds of coffee break a fast (and which don't).
- Fasting-friendly sweeteners
- How and when to exercise to maximize your fast.
- The best fasting regimen for weight loss
- Why salt isn't the enemy.
- New updates weekly

Get all the fast facts today - [link](#)

