

WIN-BACK MESSAGES

A win back message is sent out to former members of the site who recently canceled their orders. To win them back, it was my job to send out an email-marketing message designed. These messages generated higher returns than anything before it; the second brought in 150% higher returns than previous averages.

Another stock just doubled... and here's the good news...

Dear <First Name>,

Sure, since April we've seen another one of our picks jump 100%. But believe it or not, that's not why I'm emailing... You see, we've been pretty busy since you left. So what's different now?

We've added individual stock risk ratings—to continue providing you with full disclosure and portfolio safety. We authored a full catalog of business reports so you can stay current with all of your favorite stocks, even if they don't make it into each month's newsletter.

And, to celebrate our mission of helping the world invest better, we rang the opening bell of the New York Stock Exchange. And here's the best part: We'll give you 6 months of our award-winning picks and advice for just a buck! That's 12 stock picks plus our premium advice for less than a cup of coffee... Nothing would make me happier than to finish the great work we started together. All you have to do is watch the video below to take advantage of this rare offer.

Dear ##FIRST NAME##<Fellow Investor>

Video Script:

Hi there, I remember you. You're a Fool. You realized that your money wasn't doing enough for you and you did something about it. You came to us for savvy investment strategies and meticulous research to help grow your portfolio. And boy, have we. Since the start of 2012, our picks in Stock Advisor have beaten the S&P by over 8% and in the last decade they've returned up an astonishing 80%.

So I hope you'll give me just 2 minutes of your time to talk about why you came to us in the first place.

VIDEO IMAGE WITH PLAY BUTTON

IMAGERY: Sunny skies, a man and a woman are contemplative about stocks, dreaming about seeing their cash grow, owning a home with a palm tree, etc. Add some question marks signaling lack of understanding on how to build a strong portfolio.

So one fine day when the sun was shining and the birds were chirping, you went out in search of financial advice that added up to wisdom. And at The Motley Fool, you found a community of like-minded investors who shared your sense of optimism about stock investing.

That's why you joined Motley Fool Stock Advisor, and we were so excited to be the ones to help you realize your dreams.

IMAGERY: A Fool character enters the picture; all three are hand-in-hand and happy. Insert happy music.

You had the wind at your back! The future was bright. You were optimistic — enthusiastic, even — about your investments. And you were committed to taking control of your financial future.

Image of darkening skies and the bumpy road filled with potholes. Cut out music. But somewhere along the way, you lost faith. And as Lead Product Manager of Stock Advisor, I, Ursula Mead, take this personally. In fact, it makes me sad... it makes us sad.

IMAGERY: Fool character sad and crying.

Maybe you didn't have enough time, or your money was tied up somewhere else. Whatever the reason, we hope you'll reconsider. As Fools, we are always trying to make the experience of managing your money easier and more profitable.

IMAGERY: Fool character with a thoughtful look and a bubble over her head with a question mark.

We know you still have the same financial goals, and we're as committed as ever to helping you get there. So we're hard at work on some great new investing ideas that will revolutionize the way average investors like you can build your wealth.

IMAGERY: Members of the Stock Advisor team fill in around the Fool character, all with different ideas. Some with tickers like DDD and stock charts, others with things representing tools, risk ratings, ticker guides, etc.

We're incredibly excited about these great new additions and we think you will be too. So to celebrate, I am happily offering you 3 months of Stock Advisor, ABSOLUTELY FREE! No gimmicks, no games, just three free months for you to come back on board. That's 6 market-beating stocks from two of the greatest investing minds in the world.

IMAGERY: Fool character with a box that opens to reveal free issues of SA. The box has a balloon with #3 tied to it.

You're smart, that's why you came to us in the first place. That's why we need your opinions about S.A. By filling out this quick survey, you'll not only get 3 award-winning stock newsletters, but also our gratitude. Whew. I feel better now. So let's start fresh and pick up right where we left off. Let's Fool On!

You realized it before that there isn't a stock investing community like this anywhere else in the world. And now we are offering you our best service, a product that has over the past 10 years beaten the S&P by over 50%. If after 3 free months you aren't completely satisfied, we'll get the message and leave you alone. But in the meantime, get 6 amazing stock picks for free and fall back in love with The Motley Fool.