

Email 1 – Pre-Launch (1-2 Months Out)

Subject Line Options:

The branding book you'll wish you had sooner.
This book will change how you talk about your business.
Pre-order now & get exclusive bonuses I usually only share with clients.

Body:

Most businesses struggle to explain why they matter. They overcomplicate it. They focus on the wrong things. They sound like everyone else.

Greg Logan has spent decades fixing that—helping businesses craft stories that don't just sound good but sell. Now, he's finally sharing his Hollywood-inspired storytelling formulas in one place:

Creating a Blockbuster Brand – launching soon.

This isn't theory. It's a playbook.

A step-by-step guide to creating brand messaging that actually works—so people get what you do, care about it, and buy in.

Pre-order now and get exclusive bonuses Greg usually only shares with private clients:

- ✓ A behind-the-scenes breakdown of how Greg transforms real brands
- ✓ Additional templates & case studies
- ✓ A live Q&A session where Greg will personally refine brand stories

If you want your brand to stand out—and stay stuck in people's minds—don't wait until launch day.

Pre-order now at www.blockbusterbrands.com and claim your exclusive bonuses.

Email 2 – Launch Day

Subject Line Options:

- Say goodbye to weak messaging.
- If your brand story isn't working, this is why.
- The storytelling formulas Hollywood doesn't want you to know.

Body:

Most businesses struggle to explain why they matter. They make the same mistakes—too generic, too complicated, too forgettable.

Greg Logan has spent decades fixing that. He's helped businesses—from scrappy startups to global brands—cut through the noise using Hollywood's storytelling secrets to craft messages that actually connect.

Now, for the first time, he's put it all in a book: *Creating a Blockbuster Brand*.

This isn't just another branding book. It's a no-BS, step-by-step guide that shows you exactly how to transform your brand into something people get, love, and buy into.

If you've ever struggled to explain what makes your business different—this book will fix that.

Get your copy now at www.blockbusterbrands.com, and start turning your brand into a story people can't ignore.

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