

Group #1: Demo lead gen (5 assets)

Audience: These emails will be targeted toward users already on our email list who have already taken our demo.

Email 1: Price Reveal.

Subject: Learn the language of your choice, now at a special price

Many people ask, “Is Rosetta Stone worth the price?” Customers weigh in.

Dear [Name],

We’d like to give you a special discount as a thank you for trying our demo. For a limited time, you can get the entire program for only \$XXX.

Click here to claim this amazing deal.

Even at a discount, there are plenty of people who wonder if the program is worth the price. That question can best be answered by some of our happy customers.

- “I am a native English speaker (American) and have been using Rosetta Stone for about 3 months to learn Russian. Rosetta Stone has greatly increased my vocabulary, as well as my confidence in speaking Russian. I just returned from Eastern Ukraine where Russian is widely spoken. I found I was able to understand much more than I ever have in the past. I was also able to speak some sentences beyond just the basic phrases I previously knew, and native Russian speakers could actually understand me! Many even complimented my pronunciation.” — Craig
- “I must say that you only get out what you put in. I’m definitely learning French, but not overnight. I would probably see quicker comprehension and confidence if I practiced more hours per week.” — [Marian Mauti](#)
- “The more I repeat lessons the more subtlety and nuance I discover and appreciate the genius of this course design.” — [Jon Tony Madeira](#)
- “Having worked in Europe, getting used to non-stop versus short spurts of listening is difficult. Rosetta did a nice job of getting me prepared to listen and respond.” — William

The people who get the most out of the program are the ones ready to listen, practice, and absorb the language. It’s up to you!

If you’re ready to get started, click here.

[Signature]

P.S. People often ask us why we don't have the translations of words written out and why we don't spend a lot of time explaining grammar. It is by design. These courses are designed to help you learn the language just like you learned your first language.

"I love the way Rosetta Stone teaches you the language you're trying to learn, in the way a child must learn language. It was very simple to navigate, and if you work at it the language stays in your head better than other language programs. All-in-all I would definitely recommend the product to a friend." — Sean

Click here to get the program at \$XXX.

Email 2: Intro to the product--Who is Rosetta Stone

- Discuss multiple devices
- Always available anywhere--Audio Companion
- Include special price

Subject: Standing in line with nothing to do, again?

Dear [Name],

Have you ever waited in line at the grocery store with nothing to do? Inevitably, the person in front of you has a mountain of groceries and is clutching a stack of coupons, and you know this will take *FOREVER*.

You could start looking forward to those long lines if you have Rosetta Stone on your phone. Make the most of this downtime by learning a new language.

The Rosetta Stone language immersion programs will have you speaking and thinking in your new language right away with no flashcards, translation, or memorization. You can easily practice your new language while standing in lines or walking your dog. You can even download recordings and listen hands-free in your car.

We're fully mobile, which means that you can sync the program on all your devices and use it wherever you go without skipping a beat.

We've added some special features that will make it even easier to become a little more fluent every day.

Our **Phrasebook** app is perfect for those moments when you get a chance to talk to someone who speaks the language you're learning and want to find the perfect phrase right away. You'll always know what to say because Phrasebook will quickly help you find greetings, phrases, and useful expressions.

The Audio Companion feature lets you download lessons and take them with you. Learn in the car, while you exercise, or even when you're waiting in line at the bank or the grocery store.

If you're ready to get started, click here to get the complete program for \$XXX.

[Signature]

P.S. When you're learning a new language, every little bit helps. Using our mobile apps is a fun way to pass the time. "It's almost like playing a game but you are actually learning." — Maria

"The material is presented several ways, and the continuous review helped me to retain the information." — Terry

Click here to get the program at \$XXX.

Email 3: Subscription Email

- A price point for everyone
- 3-month, 6-month, and 24-month subscription options

Subject: Try Rosetta Stone for only \$59

Dear [Name],

Learning a new language is life-changing.

- You can finally talk to friends, neighbors, and co-workers in their own native language.
- When you travel to foreign countries you can experience and enjoy the culture at a much deeper level when you speak the language.
- Knowing a second language can even open up career opportunities, since companies are always looking for people who have language skills.

Learn a new language the fun and easy way with Rosetta Stone. With our online subscriptions, you can choose a price that works for you.

Take advantage of our special savings. You can get three months for \$59 (regularly \$79), six months for \$84 (regularly \$119), or 12 months for \$119 (regularly \$179).

No matter what subscription price you choose, you will have access to all the levels and special features that make Rosetta Stone the easy and fun to learn a second language.

What are you waiting for?

[Signature]

P.S. When you subscribe to Rosetta Stone you instantly have access to all of the features. You'll be able to talk with native speakers with online tutoring, easily find the right thing to say using our Phrasebook and master pronunciation with our TruAccent voice recognition program.

Email 4: Phrasebook and stories email

- Traveler inspired email
- Include 6 month price point

Subject: Travel plans? There is still one more thing to do to make your trip complete.

Dear [Name],

A lot of our customers are planning their dream trip in the not-so-distant future. And when they get there, they want to speak the language!

- “My recent trip to Spain was more enjoyable,” said Terry.
- Like Charles, who wrote, “I have almost one year before my trip to Moscow, and I hope to be completely fluent by the time we go.”
- Kathy said, “My spouse and I are a short ways from full-time traveling in our retirement. Learning another language is a must. Rosetta Stone has made it stress-free and fun.”
- Drew said, “I took 4 years of Spanish in high school, but I never became fluent. Fifteen years later what I did know was rusty, and I wanted to gain basic communication skills for an upcoming trip to Mexico. Now, I can read Spanish fairly well and get the gist of spoken Spanish as long as the accent is not too heavy.”

We’ve revamped our programs to make them even more effective for someone who is getting ready to go on a trip.

Two of our new features make it easier than ever to carry on conversations with native speakers and master accents and pronunciation so they can understand you.

Our **Phrasebook** app lets you look up useful phrases on any mobile device, so you’ll be able to greet people, ask questions, and interact with the people you see every day.

Our new **Stories** feature is a great way to practice speaking while learning exciting stories and adventures. You record yourself reading the story, and the TruAccent voice recognition program will provide feedback on your pronunciation, so you will be able to sound like a native.

[Signature]

P.S. For only \$84 you can get a six-month subscription that will unlock all of the new features.

[Click here for more details.](#)

Email 5: Last Chance—sign up today to get this great deal

- \$149 price point

Subject: Last chance to grab this great deal on a world of language

Dear [Name],

This is your last chance to get your choice of Rosetta Stone programs with all of the new-and-improved features for only \$XXX.

A full-year subscription includes the complete Rosetta Stone package, including some exciting new features.

- **TruAccent** – Our new-and-improved accent training technology trains you to sound like a native speaker.
- **Phrasebook** – The on-the-go app that will give you the words, phrases, and expressions you need the moment that you need them.
- **Audio Companion** – You don't have to sit down at your desk to learn a language. Take Rosetta Stone with you! Download your lessons in an MP3/MP4 format so that you can listen and learn wherever you are, whether you have access to WiFi or not.
- **Stories** – Gain fluency by reading exciting and fun stories and recording your voice using TruAccent.

As always, you learn the language through fun and relevant content and have access to online tutoring with native speakers.

Take advantage of this special price today.

[Signature]

Group #2: Shopping Cart Abandoner

Audience: Users who left items in cart.

Email 1: Don't Miss Out

- Include \$149 Price Point—this great deal won't last forever

Email 2: Subscription

Subject: Some Rosetta Stone customers have a huge problem with this...

Dear [Name],

Do you ever look at customer reviews before buying something?

It's a good idea because it gives you a chance to find out what you're getting into before you plunk down your hard-earned money.

Many people who review Rosetta Stone programs complain that there aren't translations for the words, no memorization of words, and no grammar lessons.

It's a valid point, but leaving those things out is what makes Rosetta Stone work.

When you start to learn your new language, you will be surrounded with words and voices, as well as a variety of images. This approach to learning is what we call Dynamic Immersion. It's the same way you learned your first language. The lessons make associations between images and words, helping you work toward an intuitive understanding of the meanings.

It can seem strange at first, but stick with it. Trust that your mind will pick it up. You're wired to learn this way.

"I started actually thinking in Spanish after a week or so of Rosetta Stone training." — Michael

Now you can get any program for \$149. This price won't last forever, so take advantage of this deal today. [Click here.](#)

Thanks in advance,

[Signature]

P.S. We want to make sure you have everything you need to pick up and absorb as much of your new language as possible. The best way to do that is to start using the language to communicate with other people. We offer online tutoring sessions with professionally trained tutors who are native speakers of the language of your choice. When you purchase the program at the special, low price of \$149 the online tutoring is included.

Email 3: Last Chance—sign up today to get this great deal

Subject: 30 minutes a day for only 4 months . . . and now he speaks French!

Subject: Last Chance—sign up today to get this great deal!

Dear Learner,

It's amazing how quickly people can learn a new language when they set aside 30 minutes a day.

Four months before his trip to France, Daniel bought the Rosetta Stone program and used it for 30 minutes a day. He said, "I can honestly say that I was able to communicate and continue to grow my language skills while in France for two months. Was it perfect? No, but for four months of training, I think it was very successful and would recommend it to anyone."

If you have a desire to learn a new language, you can be speaking it in just a few months. Sign up today, and take advantage of this great deal! Click here to get it for \$XXX.

Thanks,

[Signature]

P.S. Many people get better results with Rosetta Stone than they do with expensive college courses. Victoria said, "As someone who has taken Japanese classes at all different levels and from multiple instructors, I can say that Rosetta Stone is teaching me better than several of the classes I paid a lot of money to take."

Click here to get it at the low price of \$XXX.

Group #3: Winback

Audience: Trying to win back anyone who may have ended their subscription

Email 1: Intro to the product--Who is Rosetta Stone

- Use same concept as Email 2 in Demo lead gen, but the message should include come back/we miss you

Subject: More ways to learn a language during downtime

Dear [Name],

Have you ever waited in line at the grocery store with nothing to do? You can make the most of this downtime by learning a new language with Rosetta Stone.

We miss you!

And there's a great reason to come back. We've updated our software to make it even easier to learn the language of your choice wherever you go using any device.

You don't have to be sitting at your desk, you can easily practice your new language while standing in lines, walking your dog, or even driving in your car.

We've added some special features that make it even easier to become a little more fluent every day.

Our **Phrasebook** app is perfect for those moments when you get a chance to talk to someone who speaks the language you're learning and want to find the perfect phrase right away. You'll always know what to say because Phrasebook will quickly help you find greetings, phrases, and useful expressions.

The Audio Companion feature lets you download lessons and take them with you. Learn in the car, while you exercise, or even when you're waiting in line at the bank or the grocery store.

Give Rosetta Stone another try, and continue with your language-learning journey. Click here to get the complete program for \$XXX.

[Signature]

P.S. The goal is to be able to talk to native speakers—to understand them and be understood. In addition to the program, we offer live tutoring sessions so that you can master the art of conversation.

“The best feature is being able to schedule a session with a live, native speaker, and you can schedule several sessions a week if desired. So far, Mairin has been my Irish coach—she's terrific. She goes a bit beyond the actual lesson content and offers alternate ways of saying the same subject. As well, she introduced new words and phrases about the subject but still at my level. I've learned quite a bit from her. What's really helpful is that only Irish is spoken during the session.”
— Gail Windsor

Email 2: Subscription

- Again can use same concept as Email 3 but come back messaging

Subject: Make your trip more enjoyable by learning the language

Dear [Name],

If you have plans to travel in the next year, why not make the experience even better by learning the language?

Rosetta Stone has revamped our programs to make them even more effective for someone who is getting ready to go on a trip.

- “My recent trip to Spain was more enjoyable,” said Terry.
- Like Charles, who wrote, “I have almost one year before my trip to Moscow, and I hope to be completely fluent by the time we go.”
- Kathy said, “My spouse and I are a short ways from full-time traveling in our retirement. Learning another language is a must, and Rosetta Stone has made it stress-free and fun.”
- Drew said, “I took 4 years of Spanish in high school, but I never became fluent. Fifteen years later, what I did know was rusty, and I wanted to gain basic communication skills for an upcoming trip to Mexico. Now, I can read Spanish fairly well and get the gist of spoken Spanish as long as the accent is not too heavy.”

We want to make it easier than ever to talk to native speakers so that you can understand them and they can understand you.

Our **Phrasebook** app lets you look up useful phrases on any mobile device, so you’ll be able to greet people, ask questions, and interact with the people you see every day.

Our new **Stories** feature is a great way to practice speaking while learning exciting stories and adventures. You record yourself reading the story, and the TruAccent voice recognition program will provide feedback on your pronunciation, so you will be able sound like a native.

[Signature]

P.S. For only \$84 you can get a six-month subscription that will unlock all the new features. [Click here for more details.](#)

Email 3: Last chance—sign up today!

- \$149 price point

Subject: After one year, Ben is thriving in Spanish!

Subject: Last Chance—Sign up Today

Dear [Name],

Have you ever imagined yourself living in another country, enjoying everything about the culture, especially the language?

It's not out of reach!

Ben was able to make it happen for himself with only one year of study. He said, "I did levels 1–5 of Spanish in a little over a year I am currently in Medellín, Colombia, thriving with the language. I have lots more to learn and areas to improve, but I'm fully-functioning and thoroughly enjoying myself with my new language!"

If you want to travel, or even if you just want to talk to your friends who are from another country, give Rosetta Stone a try. This is your last chance to get the complete program for \$149.

[Signature]

