



## JEFF WALKER'S PRODUCT LAUNCH FORMULA 2.0

### GO ROMANCE COPY

==== begin message #1 =====

--- begin text ---

SUBJECT: <firstname>, wedding bells and more...

Hey there...

It's your Romance Coach - Leslie Karshner and I have some exciting PERSONAL news - and I am just a bit nervous about sharing it....

You see, even though I am very "out there" with my public personality as the Romance Coach, well... I am usually reluctant about sharing too much of my private life. Which is why I am a bit nervous...

But I am just bursting with this news - so I decided it's time to come out and share this with you:

After five years in a long-distance romance, my daughter Abbie is engaged to be married!

I am absolutely beside myself with excitement - for lots of reasons...

But let me tell you one of them - isn't it funny how so many times everyone in the world will listen to you except your

own kids? I mean, I bet Lance Armstrong is having a hard time teaching his kids to ride a two-wheeler!

In any case, even though I've helped thousands of people with long distance relationships... sometimes I thought my advice was falling on deaf ears with my kids. But Abbie took those lessons to heart, and she made her long distance relationship blossom...

And now wedding bells are ringing!

So now I have a simple favor to ask of you... it won't cost you a cent, just a minute or two of your time. I am giving a bridal shower for Abbie next week, and I would love to make it really special - and you can help me do that if you can just spare a few seconds...

You see, I want to "shower" Abbie and her fiance Jonathan with well wishes from my GoRomance.com readers. Can you send them your wedding wishes (or advice) as they get set to take their wedding vows?

Just hit the reply button in your email program, type in a simple message to Abbie and Jonathan, and then press the "send" button.

I am hoping to get hundreds (or even thousands) of responses... then I will put them all together for Abbie and Jonathan. Can you think of a more beautiful gift than hundreds of well-wishes from GoRomance.com readers from all over the world?

Just press the reply button in your email program to send me your wishes to Abbie and Jonathan... I will take care of the rest.

Here's to love blossoming all around!

Warmly,  
Leslie

P.S. Thanks for taking the time to read this to the end. I don't usually share this kind of personal stuff in my newsletter... and I certainly have never asked for anything

like this before! But I decided to really go out on a limb  
this time!

--- end text ---

==== begin message #2 =====

--- begin text ---

Hey there,

Well, just to bring you up to date...

You will remember that last week I asked my readers to send in their well-wishes and words of advice and encouragement to my daughter Abbie and her fiance Jonathan.

The response that I got last week was simply INCREDIBLE. I received xxx (Leslie, put in the actual number) different notes from GoRomance.com subscribers.

And these were beautiful, heart-felt notes! I am really touched with the time and effort that my readers put into these notes.

In fact, when I start reading them it brings tears of joy to my eyes. And I bet it will do the same for you!

This weekend I am giving a wedding shower for Abbie, and I will have quite a surprise for her - I am going to be giving her all those notes that I received.

But I decided that there is just too much love and caring in these notes to keep them in my family... I put them up on a web site so you could see them. You can see them at this

site:

<http://www.goromance.com/abbie>

There are PAGES of notes there. When you get to the bottom of each page be sure to click on the "Next Page" link to see even more.

And PLEASE feel free to leave your own comments. You can see that there is a link to leave your comments at the bottom of each note.

Warmly,  
Leslie

P.S. Reading all those notes on one web site is like an instant injection of love - here is the link again:  
<http://www.goromance.com/abbie>

--- end text ----