**Subject Line:** Congratulations - [Name of Lead Magnet] is all yours!

**Time:** Immediately

Hey there!

**[YOUR NAME]**, here and I want to personally congratulate you on taking action and grabbing your free copy of **[NAME OF LEAD MAGNET]**

**[NAME OF LEAD MAGNET]** will show you exactly how to **[RESULT OF USING LEAD MAGNET]** which will give you **[OUTCOME FROM THE RESULT]**

I can’t be more excited so without further ado, here is your *FREE* copy:

[LINK TO DOWNLOAD]

Thanks,

**[YOUR NAME]**