

### **Top of Funnel Conversion**

**Goal: Convert users during pregnancy that create an account but do not start a free trial within 24 hours**

**Subject Line A: A Pregnancy Gift For You - 50% Off**

**Subject Line B: Mindfulness Made Easy - 50% Discount**

**Subject Line C: Your pregnancy wish granted - 50% off Expectful**

**Subject Line D: Discover how to have a peaceful pregnancy and birth**

**(Embedded video helps conversion rates. If possible, a testimonial video should be included)**

If you could have one wish during your pregnancy granted, what would it be?

Be a more calm and confident parent?

Live with less stress and anxiety?

Have a happy and healthy pregnancy?

At Expectful, we are parents and we get it. Your wishes are our wishes too.

Not sure how to get started in making your wishes come true? We'd like to help by gifting you **50% off an annual Expectful subscription.** **(link to offer)**

Our app contains the **largest library of meditation** and sleep content made specifically for this moment in your life.

With these resources at your fingertips, you have the **power** to make your pregnancy wishes a reality.

**(ADD BUTTON: Click for 50% Off Annual Subscription)**

### **Cultivate Calm and Confidence**

Wherever you may be on your parenting journey: soon-to-be, expectant or new parent, creating a calm and mindful approach to your daily life, will benefit you and your baby.

Discover [science backed](#) benefits that guided meditation offers, before, during and after pregnancy, including: a lower risk of postpartum depression, tolerance for uncertainty and **reduced pain during labor.**

### **Relax, You've Got This**

Not only does the Expectful provide a variety of guided meditations, the app also contains tools that will help you nurture your mental and emotional health.

A sleep library filled with soothing soundscapes, a hypnobirthing course and weekly pregnancy meditations, all help you prepare for the most amazing journey of your life.

(ADD BUTTON: Find Calm in 5-Minutes Per Day - 50% Off)

Supporting. Guiding. Growing and Giving Gratitude.  
The Expectful Team

**“Navigating this life change during the Coronavirus has been stressful, but there’s always an Expectful meditation to help me deescalate, get back to sleep, or find the stillness to connect with my growing baby. Literally some of the best \$\$ I have ever spent.” - Expectful App User Review**