

About the Project: This was a sales email to a probiotics list during the height of the COVID-19 epidemic. It was intended to highlight a study that had been released indicating that healthy gut flora could be helpful in fighting off the disease, and to then promote our product as a way of creating more COVID-fighting bacteria.

Our customers were health-conscious people who took the pandemic seriously, but who were also distrustful of Big Pharma. Thus, we promoted natural alternatives to medical intervention.

A shorter version was also tried, but the longer copy performed better.

SUBJECT OPTIONS:

I thought you'd want to see this

Wow, this new COVID study blew me away

The best way to protect your family from COVID?

Finally, something that works against COVID?

A natural defense against COVID?

Hey [fname],

There's one question my patients have been asking me over and over again recently, and you can probably guess what it is:

"Is there anything I can do to protect myself and my family from COVID?"

Until recently, I've been giving the same advice you've already heard over and over again:

- Wear a mask
- Wash your hands
- Stay at home
- You know, *stop living your life*

And don't get me wrong, wearing a mask and washing your hands is good advice — but seeing as how the number of infected people keeps going up, **it has to make you wonder if any of it's working.**

However, when I read a new study out of China that said people who died from COVID had very low levels of beneficial bacteria in their small intestines, it hit me.

It was right in front of my face the whole time — and it's *so simple*.

Instead of waiting for a cure to come along and save the day, doesn't it make more sense to improve the way your body responds to disease-causing microbes? And the best way to do that is to boost the number of beneficial bacteria (or "probiotics") in your digestive tract.

After all, **we already know that probiotics may help protect you against the flu** — so why not COVID?

And as it turns out, I'm not alone in making this hypothesis. In fact, there was a recent study that showed that patients given an oral probiotic fared better than those given other drugs — including hydroxychloroquine.

Now, it's too early to draw any conclusions (and don't throw away your mask just yet), but the results are *extremely* promising. That's why **I personally recommend that anyone at risk of contracting COVID-19 begin taking a probiotic supplement right away**.

If you've already been taking a probiotic that you love, great — keep up the good work.

However, if you're looking for one that I would recommend, the best I've found is called [Synbiotic 365](#). It has over 20 billion disease-fighting probiotics inside each dose — more than enough to make you feel protected against COVID.

COVID-19 is a very grave illness, and **you're absolutely right to take it seriously**.

Keep doing everything you've been doing — but if you want to give your family even more protection than a mask and social distancing can provide, I'd recommend giving Synbiotic 365 a try.

[Get your bottle of Synbiotic 365 by clicking here.](#)

Sincerely,
Dr. Vincent Pedre, M.D.

P.S. The news about probiotics and their effectiveness fighting COVID-19 has been getting a lot of attention in the media lately. **I wouldn't be the least bit surprised we start seeing a probiotics shortage** like we did with toilet paper, so order yours while there are still some available.