

# Previous Welcome Email

Hey,

Thanks for subscribing!

Here are the links to our 2023 Vertical Farming Company Global Lists:

*Top 300 Vertical Farming Companies (Excel Format)*

*Top 300 Vertical Farming Companies (PDF Format)*

One quick favor: please reply to this email with how you found the newsletter, or a quick "Hey Patrick" just to make sure you actually get our future content.

Thanks again!

- Patrick

PS - I'd love to connect on LinkedIn if you're on there.

# New RJC Emails

## Double Confirmation (FREE and optional)

Subject Line:

- Confirm Your Email With Urban Vine
- Hello, [customer's first name]! Just one more step to verify your email.

Hey (NAME),

Thank you so much for subscribing to Urban Vine interview content.

We're also eager to provide you with the most thorough reports of the indoor vertical farming industry

Please hit the link below to receive your free 2023 report on the top 300 vertical farming companies across the globe.

Confirm Your Email

- Patrick

# Welcome Email

Subject Line:

- Welcome to Urban Vine
- Your 2023 Global Report
- Thankyou for Trusting Urban Vine

Thank you so much for subscribing (NAME).

Starting tomorrow you'll receive our bi-weekly emails featuring three new interviews with indoor agriculture companies. We conduct the interviews ourselves, one-on-one, and send you the most important points.

My name is Patrick, and in 2016 I founded Urban Vine as a comprehensive resource on the emerging companies in the vertical farming industry. Aside from interviews, our main product is monthly regional reports.

Our researched reports have proven an invaluable resource for over 5000 investors, academics, and fellow professionals wanting to stay informed and up to date (*read some of their reviews [here](#)*).

**Here is a free example, our 2023 report on the top 300 vertical farming companies in the world:**

- [Top 300 Vertical Farming Companies \(Excel Format\)](#)
- [Top 300 Vertical Farming Companies \(PDF Format\)](#)

Be sure to scroll all the way to the right of the spreadsheet. There's a lot in the report... everything from funding to contact info... and we don't want you to miss any of it.

Thanks again, and don't forget: your first series of interviews will be delivered to your inbox tomorrow morning,

- Patrick

*PS - We're all in this together; would love to connect with you on [Linkedin](#).*

## WELCOME SALES EMAIL (multiple CTAs)

Subject Line:

- The Best Thing We Can Offer
- The Other GREAT Thing We Do
- NAME, Do You Want REGIONAL Reports?

Hi (NAME),

By now you've received a handful of interviews and probably looked over the global report.

If you haven't, I encourage you to do so now. The report is essential for anyone looking to get involved with indoor agriculture.

That said, the 2023 global report does have one flaw... it's only 300 companies... *and there are hundreds more out there.*

Our "Regional Reports" cover them all. They also have 10+ more fields of data on hundreds more vertical farming companies, making them the most thorough and updated vertical farming reports out there.

### **See what indoor farming is doing in your region**

Other databases are generalists; because they are covering other tech industries they miss up to 50% of the agriculture companies in any given region.

But Urban Vine focuses exclusively on vertical farming, ensuring our subscribers don't miss any new developments.

Each report is compiled by vertical farming insiders, capitalizing on their connections throughout the industry, and the result of hundreds of hours of research.

The reports are divided into five categories: North America, Europe, Asia, Container farming, and Ag Tech, containing hundreds more indoor urban farming companies than found in our Global Report.

Our subscribers use this insider information to make informed decisions on investments, business plans, and strategic partnerships.

For \$97 monthly/yearly subscription, you'll have all the data and analysis that the industry pros have... delivered right in your inbox... every month.

## **Start Staying Informed Now**

- Patrick.

P.S. And don't worry: if for whatever reason your underwhelmed, you can cancel at any time,

## Welcome Sales Follow Up:

Subject Line (in order of my confidence):

- One-Time Discount For Regional Reports
- Save 20% on Regional Reports

Hi (NAME),

Yesterday I introduced Urban Vine's regional reports.

They are the most detailed, accurate, and up-to-date reports you will find for the vertical indoor farming industry.

They were designed to help investors, academics, and fellow indoor-ag professionals:

- Save time on research
- Position themselves in the industry
- Stay up to date on trends and developments
- Make informed decisions
- Get a head start on new opportunities

They are usually \$97 a month/year, but for new subscribers we offer something special...

**You can get yours 20% off, \_\_\_\_\_, for a full year.**

We offer reports on every urban farming company in North America, Europe, Asia, Container Farming, and Ag Tech... allowing you to focus on what you care about.

But note: this is a one-time discount, a "thank you gift" for giving us a try.

It's a limited time offer for new subscribers only, so please accept our present within 48 hours.

**“Yes, I Want Discounted Reports On My Region”**

We promise you won't be disappointed,

- Patrick

P.S. Yes or no, expect another series of interviews in your inbox on Tuesday.