

## Email Copywriting Sample

If you're on the lookout for ways to

- be more efficient,
- serve your customers better, and
- keep costs down...

And if those expensive, hard-to-move coolers frustrate the heck out of you and your staff, Mike,

Then grab your free chance to save up to \$800 on your next cooler.

Our new LBR Cooler – Light, Bright and Reliable – is heavy-duty to meet all your needs, including:

- a wide-range thermostat,
- temperature-change warning alarm,
- fog-free full glass doors, and
- rollers, so it's a snap to move for cleaning or just to mix things up.

Plus it's 28.2% less expensive than most other models, according to an LR Brown & Associates study.

But here's the only way to get your free 15% off coupon: Register now to be our guest at the upcoming Restaurateur Conference & Trade Show and receive a free demonstration of the flexible new LBR Cooler.

There are only 35 coupons and yours can be waiting for you – with your name on it – at the show.

But only if you claim it now.

Click here to reserve your free 15% off coupon now.

See you at the Chill-o-Matic exhibit at the Restaurateur Conference & Trade Show!

"This is excellent copy. Your writing style is brisk and persuasive. I honestly can't think of a single word I would change. You're a copywriting rock star, George."

- Steve Slaunwhite, author, *The Everything Guide To Writing Copy*