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Overview

When famed copywriting guru Steve Slaunwhite reviewed this email piece he said, "This is excellent copywriting! Nicely done!"

Notice how I weaved in these persuasive copywriting staples to make the email as strong as possible:

- Effective subject and headline
- Opening that draws the target reader in (restaurant owners)
- Tons of benefits connected with features
- Clear, conversational, and compelling writing style
- Motivating Call-to-Action

Let me do the same for your email copy!

On to the email...

Email subject: **Heavy-duty cooler performance without the heavy-duty weight (or price!)**

Email body:

Only 50 discount coupons available for the new Chill-o-Matic LBR Cooler

Hi [NAME]--

Are you frustrated by those big expensive coolers that are back-breakingly impossible to move?

Do you often rearrange your kitchen, looking for the most productive (and FAST) way to provide better service and dishes? Only problem is, your current cooler is just too huge to even try moving?

Chill-o-Matic's new LBR Cooler might be the solution you've been waiting for...

And with this exclusive invitation, you can check out the LBR Cooler at the upcoming **Restaurateur Conference & Trade Show**, risk-free with no obligation.

You see, we've designed the LBR Cooler to live up to its name: **Light, Bright, and Reliable**.

In fact, we put the LBR on rollers. It's so light, you can move it around your kitchen without much fuss, and without breaking your back!

No Compromises...

And you won't compromise on other features either. The LBR Cooler has everything you need from the best restaurant coolers. Features like:

- Fog-free glass doors - so you quickly see what's inside without opening. Saves time and energy...
- Adjustable shelves - fits foods and containers of all shapes and sizes...
- Stainless steel rugged construction - sturdy, long-lasting, and looks good...
- Energy efficiency - helps your restaurant stay "green"

Not only is the LBR light on weight, it's light on price when compared to competitor models.

But don't just take our word for it...

LR Brown & Associates (the respected market research firm) **found the LBR Cooler to be 28.2 percent less expensive** than comparable competitor models.

28.2 percent... that's cash in your pocket.

Save up to \$1000

And as part of this *exclusive invitation*, you're entitled to this special offer of **25% off your purchase price**. This could save you up to \$1000 on your new LBR Cooler!

[Claim your exclusive discount coupon right now](#), then pick up your **personalized coupon** at the trade show.

But you'll need to act fast. There are only **50 discount coupons available**, so [claim your discount coupon now](#).

We'll see you at the show!

[INSERT SIGNATURE]

P.S. Remember, **there are only 50 coupons available** through this **special invitation**, and they're only valid for six months. [Claim now!](#)