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Overview

Sometimes your chosen medium (email, social media post, space ad, etc.) will have specific limitations that make it tricky to persuade your reader in the scanty space available.

For example, this email piece is a fictional promotional sample that has these limit guidelines:

- Subject line under 50 characters
- Email headline under 50 characters
- Email body copy 100 words max
- Short CTA (Call-to-Action)

Notice how I worked in my copywriting formula in this small space. Miss any one of these and your emails won't be as effective as they could be:

- Curious subject line that you can't help but open
- Calls out the target reader in the first sentence (freelancers)
- Defines a common problem freelancers have
- Introduces a solution
- Bullet-pointed details that focus on benefits first, features second
- A "clincher" to really make them want to click the link
- Clear and concise CTA

Contact me today to put my formula to work in YOUR emails.

Subject: Is this your dream office?

Meet your new creative workspace

Hi [NAME]--

Are you a freelancer hunting for space to get your best work done? Coffee shops too noisy to make progress on your big projects?

Good news! We've opened our newest space near you and you're invited...



Why WeWork?

- Get up and running fast with no hassles
- Move-in ready offices that flex to your needs
- Super-fast Internet access
- Meeting rooms, business-class printing, and free micro-roasted coffee

Visit for your free tour on Friday, November 22 at 10 am and enter to win a free month of office space!

[RSVP here](#)

See you there!

[INSERT SIGNATURE]