

Client: Professional Development Program
Project: email to independent restaurant owners
Objective: Lead Generation

copy excerpt

Subject line: A great one-time offer to look into our newest coolers

Dear restaurant owner,
Do you have any frustrations with your cooler? Maybe it's the expense, immobility, size, or dim lighting. Well, we fixed all that. Our new line of 9 LBR coolers are **L**ight, **B**right, and **R**eliable.

We believe you should get a good, close look at a cooler before you buy one, so here's what we're doing. We'll be at the upcoming *Restaurateur Conference & Trade Show* with 4 of our LBR coolers. We'd like you to check them out. We'll even pay half your ticket price!

- You'll see how easy it is to wheel each cooler size around your kitchen when you want to change things up or need to retrieve a \$100 bill that just fell behind the cooler.
- You'll see how bright they are inside as you look through the no-condensation glass.
- You'll see the market research showing our LBR coolers are 28.2% less expensive than similar models from other companies.
- And finally, mention this email and you can take a free bottle of water from one of our coolers. You'll know how cold it keeps your food and beverages.

[Click here](#) to get your half-price ticket to the trade show.