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# Todd Dorsey – B2B Technology Copywriter

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## Sample Piece Email – Promotional Offer

This is an example piece written as a promotional offer for a commercial restaurant cooler at a trade show. The message reflects:

- Short copy (~ 250 Words)
- Subject Line that is clear, focused, motivating and fresh (relevant now).
- A formulaic If, Then, But sequence effective in promotional offers (bold font)
- The use of underlines to draw attention to key text
- The use of a P.S. to remind and strengthen the benefit.
- Short, brief paragraphs easy to read.
- Conversational tone.

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**Subject Line:**

Save Thousands of Dollars on Your New Restaurant Cooler by March 8<sup>th</sup>.

**Email message:**

<First Name>,

If you've been looking for an opportunity to save thousands of dollars on purchasing a new commercial cooler for your restaurant, **then** this could be now!

We are Chill-O-Matic, Inc. We are introducing our new line of LBR coolers at the *Restaurateur Conference & Trade Show* March 6 – 8<sup>th</sup> at the Cincinnati Convention Center.

LBR coolers stand for Light, Bright and Reliable. Among its many features is the ability to move the cooler on rollers to a different part of your kitchen in minutes. AND LBR coolers are nearly 30% less expensive than comparable models according to a recent study by LR Brown & Associates.

As an encouragement to see us at the upcoming trade show we are offering attendees a limited coupon for an additional 25% off your new cooler. This coupon is good for six months after the exhibit.

**But** this offer is limited to the the first 50 attendees to who request it.

You can request your coupon here or at the bottom of this email. Pick up your coupon at our exhibit.

Visit with our team. Learn the terrific benefits a new LBR cooler can bring your restaurant.

But hurry. We anticipate these coupons to be requested fast!

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Sincerely,

Jim Atkison  
President  
Chill-O-Matic, Inc.

P.S. Between the savings from comparable coolers and the 25% discount coupon, you could save thousands of dollars on a new cooler. This is a perfect opportunity to see how LBR coolers can help your restaurant.

**Request your 25% coupon for a new LBR cooler!**  
(Button)