

client: **Chill-O-Matic**
project: **Email**
objective: **Lead Generation**

Joe
Nattress
portfolio

Subject Line: **New easy to move cooler, now 15% off**

Dear Richard,

Have you ever wanted to rearrange your kitchen to improve efficiency?

It's easy enough for your crew to move most of the equipment - except that cooler.

It seems like 2 tons of metal frame and freon tubes, welded to the floor!

If your crew drags it across the room, you could end up breaking a freon tube, or with someone throwing out their back (probably you!).

Or, you could call the distributor, and pay a hefty bill.

Neither way sounds good.

There is another way!

Chill-O-Matic has developed a new lightweight cooler for free-thinking independent restaurant owners like you.

It's mounted on rollers and can be moved across the kitchen in minutes, without damage to the unit, or your staff.

Come see the new LBR Cooler (Light, Bright, and Reliable) at the *Restaurateur Conference & Trade Show*.

Save up to \$800 on a new LBR with **this 15% off coupon**.

Hurry - we've only got 35 coupons.

See you there!

Note: I wrote this email in a professional development workshop. It shows the quality of copy you can expect from me.