

Client: **Chill-o-Matic**

Product/Service: **Email Offer: 25% off coupon**

Objective: **Drive Sales**

Generate sales for a new freezer by offering 25% coupon to independent restaurant owners who sign up and stop by their booth during a tradeshow.

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**SUBJECT LINE: Limited Special Offer: 25% off your next Chill-o-Matic freezer!**

Dear Independent Restaurant Owner,

Why are you still putting off purchasing a new freezer? Are you worried your profits will take a hit, unless you buy one of those little freezers?

We at Chill-o-Matic understand. That's why we're offering you a [25% off coupon on our new LBR Cooler!](#)

### **You Can't Beat the Price**

Jay Penny, owner of Porky's BBQ Pen, was in the same situation last month but when asked if he was satisfied with his purchase, Jay said, "*You bet I am!*"

***"You can't beat the price! The LBR Cooler was 28.2% less than the other brands. And my electric bill is already down 3%!"***

Are you ready for an even BIGGER SAVINGS? Simply [click here, fill out and submit the short form.](#) Then stop by our booth at the Restaurateur Conference & Trade Show to pick up **your 25% off coupon** and purchase your freezer within six months of the trade show. A guaranteed savings of up to \$1000! And watch your energy bill decrease within the first month!

Thomas Wayne, President

Chill-o-Matic USA

P.S. See first-hand how a powerful yet light-weight freezer can get your culinary juices flowing. And go ahead and move it around a bit, remember the LBR Cooler's size makes it a breeze when remodeling.

But hurry, coupons are limited to the first 50 to sign up. And we expect those to be snatched up fast! [Get your name on our list TODAY!](#)

**Note:** This Email Offer, an example of my writing style, was created during the American Writers and Artists, Inc., B2B Copywriting Mastery program.

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