

Please Note:

I wrote this example of an email for an assignment in a professional development program on Email copywriting. Chill-o-Matic is a fictional company.

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**Chill-o Matic**

To: [tonymaria@tratoria.ca](mailto:tonymaria@tratoria.ca)

Subject: Your “special” and our LBR cooler belong together

**Save 15% on the right cooler for your needs**

You work hard getting it right—great atmosphere, perfect food, and excellent service. You need an easy-to-move, economical cooler that you can trust with your “special” menu ingredients.

Here’s the newest Chill-o-Matic Family member—the LBR Cooler—**L**ight, **B**right, and **R**eliable.

Save 15% on the LBR [by clicking here to reserve](#) your exclusive, discount coupon (35 coupons only).

These LBR features are right for you:

- Easy to move—Light-weight on rollers
- Economical—Less expensive than most
- Commercial quality—Heavy-duty
- Safe—Temperature-change warning alarm
- Versatile—Wide-range thermostat
- Convenient—Fog-free glass doors

[Click here for your coupon](#). You can pick it up and check out the LBR when you visit us at the Restaurateur Conference and Trade Show.

A marketing research study by LR Brown & Associates found the LBR 28.2% less expensive than most other models.

We’re only offering 35 coupons so make sure you [click now](#) to reserve yours. We look forward to showing you the LBR.

Regards  
Jane Wright  
Marketing director  
Chill-o-Matic

P.S.  
At our booth, we’ll show you how the LBR’s features can work for you, and explain how [your coupon](#) can save you up to \$800

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