

Chill-o-Matic

A fictitious company selling commercial restaurant coolers and freezers. The assignment was to write an email promoting an upcoming trade show where their newest product would be on display. They are offering a discount coupon. The target audience is restaurant owners in the market for a new, better cooler in the next six months.

Subject Line: This Is One Trade Show You Don't Want To Miss

Are you considering purchasing a new cooler in the next 6 months, but you're worried about making the right choice? We've got something special to show you!

Visit us at the upcoming **Restauranteur Conference & Trade Show** and *see for yourself* —

The NEW Light, Bright, & Reliable Cooler is designed to meet the demands of your busy restaurant —

- **Lighter** - weighs less and has rollers, making it easier to change things up.
- **Brighter** - Clear, condensation-proof full glass door makes seeing what's inside effortless.
- **Reliable** - The great quality you expect, with the same industry leading guarantee.
- **Less expensive than the competition:**

Research conducted by marketing research firm LR Brown & Associates concludes that the LBR is 28.2% less expensive than comparable coolers.

But we're going to sweeten that deal with 15% off if you're one of the first 35 to reserve your coupon — Saving you up to \$800!

1. [Click here] to register and we'll write your name on a 15% discount coupon.
2. Come by our exhibit where you can learn more and pick up your coupon, good for 6 months.

See you there!

P.S. Hurry - Only the first 35 registered will get the coupon!

[Chill-o-Matic website link]

[Restauranteur Conference & Trade Show link]

"You've done a good job accurately explaining how they get the coupon. You also include both features and benefits - well done! Your writing is clear and easy to follow"