

Client: Chill-o-Matic, Inc.

Project: E-mail-new product & free trade show ticket offer

Objective: Lead Generation

copy excerpt

Subject Line: New Moveable Cooler at Restaurateur Conference...Half-Priced Tickets

Ready to improve the work-flow in your kitchen but it involves moving a cooler? Frustrated by the difficulty of rearranging your kitchen? Coolers nearly impossible to move? You need to come to the *Restaurateur Conference & Trade Show*.

Chill-o-Matic is offering **half-priced tickets** to the show so you can see their new easy-to-move, economical cooler. The LBR Cooler is light-weight, on rollers and can be moved to a new section of the kitchen in minutes. This makes it easy for you to continue to adjust work flow as needed and as often as desired without difficulty.

The Chill-o-Matic LBR Cooler is:

- **Energy Efficient** so your energy bills will remain unchanged but your floor-plan doesn't have to.
- **Less Expensive** than comparable models. Based on a study by LR Brown & Associates the LBR is 28.2% less expensive than comparable models making kitchen updates more economical.
- **Lighter weight and on rollers.** Makes kitchen layout changes easier! Two people easily move it as long as there aren't any stairs involved.

Click [here](#) to register for **your** half-priced tickets and make it easier to make continuous improvement in your kitchen!

To see the LBR simply come to booth #164.

This copy was written during the B2B Companion Series with Steve Slaunwhite, a professional development program.

Chill-o-Matic is a fictitious company who manufactures freezers, coolers and other related equipment for a variety of B2B customers including hotels, senior living facilities, hospitals and restaurants.

Margot Howard
portfolio

*"Overall great copy! Margot is a VERY good copywriter."
- Steve Slaunwhite
Author
The Everything Guide
to Writing Copy*