

**client:** Chill-O-Matic  
**project:** E-mail  
**objective:** Lead Generation

**Venkat Raman**  
*portfolio*

*Copy Excerpt*

Subject: **50% off admission to Restaurateur Trade Show – Limited Offer**

**Chill-O-Matic Special for Independent Restaurateurs**

Dear <name>,

As a special *Thank You* for any past business and a way to introduce our new products designed especially for independent restaurateurs like you, we are pleased to extend a special offer:

**Half-price tickets** for admission to this year's **Restaurateur Conference and Trade Show!**

Please click here to claim your ticket. We hope you will stop by our booth when you attend.

Our new LBR (Light, Bright, and Reliable) coolers are sure to blow you away.

- They are on rollers. They can be easily moved around by just two people. What better way to try out different arrangements of your kitchen to improve your efficiency.
- You can still see through the glass door with no condensation
- They consume no more power than competition.
- Best of all, they'll cost you 28.2%\* less!

You'll learn much more when you stop by our booth (#67). But first, please claim your discounted tickets.

Best,

Jane Akinson  
Marketing director  
Chill-O-Matic, Inc.

PS: We only have a limited supply of these discounted tickets. First Come, First Served. Please CLAIM YOUR TICKET NOW

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\* Per 2013 study by LR Brown & Associates market research

"I like the clear, benefit-focused subject line. The message headline is also motivating.

"I like how you've connected benefits to all the features in your bullets. Well done.

"You are an excellent copywriter, Venkat."

**Steve Slaunwhite**  
Award-winning Author, Marketing Advisor, B2B Copywriter/Coach

*About the project*

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

The company will showcase their new line of "LBR" coolers at the upcoming *Restaurateurs Conference & Trade Show*.

The project is to develop an email campaign that entices

recipients to attend the show and visit their booth there. The offer is half-price tickets to the show.

To get them, recipient restaurant owners should click the link in the email and go to a special landing page.

This copy was written as part of a professional development program.  
The client featured here may or may not be using this copy in actual marketing materials

