

Gopal Prabakar

Persuasive Email Copywriting

Client : Chill-O-Matic Cooler

Project : Email Copywriting

Objective: Lead Generation Email Campaign

Email copywriting is one of the most important easy to sell lead generation techniques. This piece was written as an assignment to complete the requirements of the course offered by AWAI, a leader of copywriting training.

This is to prove my ability to write any kind of email copies for B2B companies.

It's written to promote the product, Chill-O-Matic's cooler, specially designed for restaurants. The features and benefits written in this copy is to attract the restaurant owners to buy the cooler.

The big benefit of this cooler is that the restaurant owner can try different positions around the kitchen to manage the customers during busy hours.

COPY CLOSE-UP 1

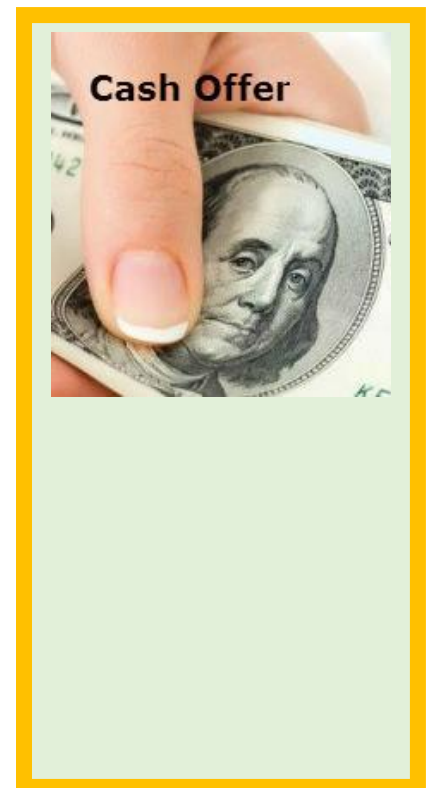
See the first picture. It shows a guy giving money. The idea behind the picture is that you can make money even when buying the Chill-O-Matic's cooler. It motivates the restaurant owner to click the buy link in email copy.

Buyers always want to save money even when they **make** purchases. The Chill-O-Matic cooler manufacturer has a cool offer of 15% discount for the next 30 days that saves the restaurant owner up to \$800.

COPY CLOSE-UP 2

The copy motivates the restaurant owners to buy the product with a cool guarantee. It's about the refund of their purchase price if they don't like it as long as it's not damaged.

FACT: Customers can use the coolers for the next six months at no risk.



FACT: The pretty good deal changes the mindset of the customers to try the product risk-free.

COPY CLOSE-UP 3

Look at the next picture of a cooler having an ATM slot shooting out money for the restaurant owner. What it tells you is that the buyer could save some more money buying the cooler.

So the email copy makes use of the note that the customer could save \$1000 of electric bills because it uses less power. Also the copy speaks on how the restaurant owner can spend the total savings of \$1800 in different ways.

Notice how the subject line “When was the last time your cooler paid you money” increases the open rate.



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