

Short Copy Email

Subject Line: *Exclusive \$1000 Discount For Trade Show Attendees...Only 50 Coupons Available*

Go Right Now And Grab Your Personalized Discount Coupon—[Get Coupon Here](#)

Then when you get to the *Restaurateur Conference & Trade Show* make a beeline for the Chill-O-Matic booth (Booth 156). Get your discount coupon validated...and test drive the new *LBR Portable Cooler*.

Like most restaurateurs, your current kitchen cooler is a clunky, energy-guzzling monster...stuck in a place where your staff trip over each other trying to get to it. Am I right?

Let the *LBR Portable Cooler* revolutionize your busy kitchen!

- ***It's Portable***—12-gauge titanium rollers...*100% guaranteed for the life of the cooler*...allow two people to easily move the cooler to a different area of your busy kitchen. With the cooler more accessible, your staff works more efficiently.
- ***It's Energy Efficient***—compressor is 22.6% lighter than other models...saves energy and puts more “cha-ching” in your pocket!
- ***It Has a Full Glass Door***—resists condensation...food stays fresher longer and your staff has a clear view of every shelf and what's on it.
- ***It's MSRP Is 28.2% Lower Than Similar Models***...according to a comparison study conducted by LR Brown & Associates marketing research firm. With this instant savings...you can refurbish the restaurant...or take the family on a cruise!

Hurry...only 50 discount coupons available!

No purchase at show necessary...the coupon is good for 6 months!

[Snag Your Personalized Coupon Here](#) ...a **25% discount (\$1,000 value) on your purchase of the new *LBR Portable Cooler*.**

Get it before they're gone!

I was not commissioned by this company to write this, but it's an example of the quality of work you'll get when you hire me to do your copy.