

Time to replace your restaurant cooler? Here's \$800 towards the next.

The opening statement makes it clear what the topic is.

The email starts with the prospect's problem, then positions the product as a solution to that problem.

The recipient is now propelled to 'click here' to go to the seller's landing page.

The second 'call to action': the button is a critical part of the email and must contain direct, positive language.

Is your cooler too heavy to move *and* running up a huge electric bill?

Trouble is, it's been designed for large chain restaurants - *your competitors*.

But you're an independent business. You like to change things up. Move things around. See what works.

So here's some great news: Chill-o-Matic has just launched [The LBR Cooler](#) - a cooler that's been specially designed for smaller restaurants like yours.

Now you can have a cooler that's super easy to relocate and will cut your running costs significantly.

What's more, you can receive 15% off your LBJ purchase with this [exclusive coupon](#). That's worth up to \$800!

Now that's a cool deal.

Claim your 15% discount – but hurry!

This offer's so good we must limit it to 35 customers. So don't hang around. Click on the link below right now:

[Yes! I want 15% off my next cooler](#)

We'll put your name on the coupon, which you can collect by visiting the Chill-o-Matic exhibit at the [Restaurateur Conference & Trade Show](#).

It's that easy to **SAVE BIG** on your next cooler.

Signature
CEO, Chill-o-Matic

PS: Don't want to buy now? No problem! The [15% discount coupon](#) is good for six months, so you have until April 31, 2017 to place your order.



The LBR Cooler

It stands for Light, Bright and Reliable

LBR Cooler has all the essentials you'd expect in a commercial cooler, including fog-free glass doors and temperature change warning alarm.

But check this out...

It can be moved in **minutes** when you're reorganizing because it's lighter than any other commercial cooler and it's on rollers.

It's almost **30% cheaper** on average to run, so you can spend more on creating great dishes.

(Don't take just our word for it; [read this independent study](#) by market research firm LR Brown & Associates).

Share

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Forward

To motivate the recipient (a small restaurant owner) to open the email, the subject line is clear, focused and enticing.

Some details are provided, and then proof is added.

The PS statement was added to remove any objections or doubts to clicking through to the website.