

Keith Smiley B2B Copywriting

Client: Chill-O-Matic

Project: Lead Generation Email

Objective: Persuade restaurant owners to visit their trade show exhibit

Portfolio

Subject: Innovative new portable cooler will reduce your energy bill!

Announcing Our New Lightweight Portable Cooler

There's no doubt about it. Those big, expensive coolers are very difficult to move when you want to rearrange your kitchen. First you have to empty the cooler and then get several of your workers to move it to a new location. As you know, this takes way too much time and effort.

Well, we have a convenient solution for you.

The team at Chill-O-Matic has developed a new LBR (Light, Bright and Reliable) cooler. It's lighter than most coolers, which makes it convenient for you to move around your kitchen with ease, and it's affordable.

And the best part is you can purchase our new cooler for 25% off the actual price! [Click here for more details.](#)

It's Energy Efficient And Costs A Lot Less Too

The LBR cooler is light, portable and energy efficient. This is important to you because it will help you reduce your monthly energy bill. It also comes with rollers attached. That means two people can easily move it to another section of the kitchen without having to empty it.

It also has a full glass door with special coating that resists condensation, which allows the food to be easily seen. That means you can find what you're looking for without rummaging through the whole cooler.

The LBR is 28.2% less expensive than other comparable models according to a study from LR Brown & Associates, which means it won't take a huge chunk out of your budget to purchase it.

Get Our New Cooler for 25% Off!

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We're going to be showcasing the LBR Cooler at the upcoming **Restaurateur Conference and Trade Show September 22nd through the 25th at the convention center**. We'd like for you to stop by and visit us.

Right now, we're offering our cooler at 25% off the actual price. **A savings of \$1000!**

All you have to do is [click here](#), fill out the form, and come to the trade show to pick up your coupon. But don't worry, you don't have to buy right away. The coupon is good for six months.

However, we only have **50 coupons available**. So please [click here](#) to get your 25% discount today!

Signature

Note: This is a sample email from a professional development course