

Email Copywriting Samples:

B2B Email Sample:

Subject Line: Knock, Knock. Who's There? QUALIFIED CANDIDATES!

Hello Mark!

You know how in those superhero movies there's always a montage of one of the main characters gathering a team of heroes to save the world? That's what WE do for YOUR company with our recruiting services.

Do you find yourself spending hours of precious time browsing job boards for potential employees to interview?

Are the majority of the candidates you interview not a good fit?

Would you rather focus on your business instead of scrambling to fill open roles?

If you answered yes to any of these questions, Smitherson's Employment Services is here to save the day! You worry about your business while we find the rock star employees to help it excel and grow.

We don't just recruit to fill open roles... We recruit to make your business triumph.

Call 888-555-3218 or email employmentservices@Smitherson.com today for a free consultation! Find out how we can help build an unstoppable workforce today!

B2C Email Sample:

Subject: Boo! 🧛‍♀️

Hello Jim,

While that subject line might have scared you, your finances don't need to this Halloween! With Dollar Fish, you can put the hassle of managing your money in the hands of our top-selling app.

Start your free trial today to see how Dollar Fish can help you choose an investment strategy, create a personalized budget, and give you real-time updates on your

spending. We understand that managing finances can be stressful and time-consuming, but with Dollar Fish, you can focus on doing the things you love, while we keep your finances in the green 🍀

Trick or Treat? Just treats from us! Enjoy a 25% discount on all subscription options once your 7-day free trial ends. Just use the code TREATME at checkout. Don't let your finances haunt you this Halloween. Try Dollar Fish today and take control of your money with ease.

B2C Email Sample:

Subject: Ho, Ho, Holy Moly! Look at these deals!

Happy Holidays Sydney!

We're guessing you did not make the naughty list this year because Santa (aka Jeremy's Camp Supplies) is offering you a stocking full of savings from now until the end of the year.

Deals include:

- **Buy 1 Pair of Hiking Boots, Get 1 Pair Half-Off**
- **25% Off All Tents and Sleeping Bags**
- **Complimentary 2 Hour Wilderness Survival Lesson With Any Backpacking Backpack Purchase over \$150**

Whether you're looking for a Christmas Gift for a loved one or just want to reward yourself for being so darn good all year, come to Jeremy's Camp Supplies to take advantage of these spectacular deals before the Grinch gets to them first!

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For questions and quotes email: contact@joshpetroni.com