

Weston Welsh
Dec 27

To whoever from Colored Chords is opening this document, I thank you very much for your time and opportunity. Getting past the thanks, I would like to state that this document will be split into 3 parts. The 3 parts will include some of (but not all) the services and suggestions included in what I described as my sample. I also just wanted to inform you that I lack a resume or any sort of writing portfolio, which is why I wanted to really impress you with this sample. I understand that you may be hesitant to work with me now that I've stated that, but I assure you that it would be a missed opportunity for your business.

Part I:

A short email that could be used for someone who signs up for the newsletter linked at the bottom of your website.

Dear valued customer,

As the new year approaches, we wanted to take a moment to wish you a happy and healthy 2023. We hope that the new year brings you joy, prosperity, and all that you wish for.

To kick off the new year, we're having a special sale on all of our apparel. From December 28th to January 9th, all apparel in our store will be 15% off. This is a great opportunity to pick up some new clothes to start the year off in style.



We're also offering a special discount on any custom prints. From now until the end of the year, any custom prints will be 25% off. This is the perfect time to get that one-of-a-kind piece you've been dreaming of.



We hope you'll take advantage of these amazing deals and start the new year off with some new, stylish pieces. Have a wonderful 2023 and Happy Shopping!

Best regards,

COLORED CHORDS

Part II:

The following part will include a revamped description of what you currently have for your custom prints.

OLD:

Request Your Own Custom Print!

All you have to do is submit an album / artist / information of your choice, and it'll be added to the design backlog!

Please allow additional time to create customized posters.

NEW:

Looking for the perfect addition to your home or office? Our customizable poster is perfect for a fan of any genre.

With this poster, you can choose your own design and text to create a truly unique and personalized piece of art. Whether you want to display your favorite lyrics of a song or pay tribute to your favorite artist/group, the possibilities are endless.

But it's not just about the customization - this poster is also made with high-quality materials, ensuring that it will last for years to come. The vibrant colors and crisp printing will make this poster a standout piece in any room.

So why wait? If you love hip hop music and want to add a personal touch to your space, this customizable poster is a must-have. Order yours today and let your love of music shine!

REASONING:

The reason as to why this description is so much better than the current is because it provides an insightful description while also *selling* the product itself. When the reader sees the products' already bland description their *opinion* doesn't change. However, when you provide something that the reader is looking for (a description) while also convincing them as to why they should go ahead and purchase that product, that can only help convert the customer from someone that viewed, into someone who purchased..

Part III:

Cold email template that will be sent out to a list of emails that I've acquired and that will increase your sales.

Hello Mark,

I hope this email finds you well. My name is _____ and I wanted to introduce you to my print shop, Colored Chords!

At Colored Chords we specialize in selling prints inspired by music artists. Whether you're a fan of rock, hip hop, or anything in between, we have something for you. Our selection includes prints of iconic album covers, your favorite artists, and more.

What sets us apart from other print shops is that every product has a unique detail that cannot be found anywhere else. These in-house crafted products are like no other, but not only that, our shipping is completely free!

If you or someone you know is a music fan, you'll love what we have to offer. Please take a look at our website to see our full selection of prints, I guarantee you'll love at least one of our products!

Best regards,
Colored Chords