

### ***Writing Sample #3—Spec Assignment***

Task: Promotional Email for Coldline.

Call To Action: Order personalized coupon (20% discount on Coldline's Single Door Freezer; 6-month expiration) for pick up at booth 323 at the National Restaurant Association Show.

Audience: Independent restaurant owners aware of Coldline.

No subject

8 Words for Headlines

75 Words of body copy

No button to click

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20% Discount From Coldline—Only At Booth 323

Reserve your Personalized Coupon for Coldline's Single Door Freezer, usable for 6 months after the National Restaurant Association Show.

Why Think Coldline? Everyday Value.

- Upright, Reach-In, Inside/Outside Stainless, and Moveable = Easy Cleaning
- Always Ultra-Cold = Reliable Performance
- Extremely Efficient = Reduced Costs

***Why not save an additional 20% on Coldline's industry-leading Best-Price-To-Performance?***

See it in person when claiming your Personalized Coupon at Booth 323.

Simply click below and reserve yours.