

Client: ABC Realtor Marketing, Inc.

Project: Follow-up email

Objective: Start a free 4-month trial for contact management app

COPY EXCERPT

SUBJECT LINE: Save \$105 on Contact Management App by [deadline]

EMAIL BODY:

Hi [First Name],

Thank you for attending our webinar on “7 Simple Ways to Make Contact Management Easy.”

As we mentioned at the end of the webinar, we are offering a special deal for a

limited time on our web-based contact management application. This app helps realtors like you manage their contacts, calendar, communications, sales opportunities, and other tasks.

Normally, our standard deal is a one-month free trial. But as a reward for attending our live webinar, we are extending that trial offer to a FREE 4-month trial - a \$105 value.

Get your FREE 4 month trial today before time runs out. To get this special offer, you must contact us by [deadline].

Best wishes,

Blake Smith

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Lead-Gen Specialist

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“I am on a crusade to cure the online business world of Crappy Content Syndrome one website at a time. Visit WebContentDoctor.com and join the crusade.”

Jane Smith
Marketing Director
ABC Realtor Marketing, Inc.

P.S. Remember, with the right contact management system in place, you can save an average of 4 hours a week. Get your FREE 4-month trial before [deadline] and use that extra savings in time and money to grow your client base.

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