

These are spec email pieces/ads I did as part of The Comprehensive Copy Writing Course I did last year.

#### A1 Motor Oil Email.

**From:**

A1 Motor Oil.

**Subject line:**

A1 - The Elixir of Motor Oil.

**Snippet:**

Use the very **BEST** oil for your prized possession **[BUY TODAY]** (CTA link)

**Body:**

Using **A1** Motor oil means:

- Your car runs more **efficiently** and **smoothly** for longer - ensuring **happy, worry free** motoring.
- An engine that will stay **cleaner** - good for the environment inside and out.
- Engine parts that will be **longer lasting** - **security** for your **investment!**
- A car which delivers a **better performance** for you.... and ultimately your pocket!

**A1-Always choose the best for YOUR best! Buy Now! [CTA link]**

#### Johnson's Baby Conditioner email.

**From:** Johnson & Johnson

**Subject line:** Johnson's Baby Conditioner -Another layer of protection for your precious little ones.

**Snippet:** Silky, smooth, softness for your baby's hair AND head! Click here and download a coupon for £1 off [CTA button]

**Body:** There'll be no tears at bath time for baby (or you!) as sensitive little scalps are soothed and moisturised with our top quality conditioner that promises sleek, shiny hair and a beautifully velvety, flake-free scalp. Johnson's – only the best for your baby and you!

**[CTA link] Learn more on our website and download a money saving coupon.**

#### Macy's Men's Fall Sweater Event Email.

**From:** Macy's

**Subject line:** Up to 40% off at "Men's Fall Sweater Event-SEPTEMBER 8-10 ONLY"

**Snippet:** Iconic, top brands including **Ralph Lauren!**

**Body:** Get '**the look**' for up to **40% less**, at this amazing **3 day only** event.

Huge savings on **Hugo Boss, Ralph Lauren, Calvin Klein** and many other luxurious, designer brands. Treat yourself to the style you deserve, without

paying the price!

**[CTA link] Click here to find your nearest Macy's store.**