

# **EMAIL BASICS TASK**

**WRITTEN FOR THE CREATIVE COPYWRITING ACADEMY**

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Imagine you're working for an online skincare retailer selling moisturizers and serums (let's call them 'Smootheru').

1. Write one promotional email for an upcoming winter sale.
2. Write a lead nurturing email to be sent after a user completes an online quiz about their skin type.

### **We Couldn't Leave You Out!**

Skin splits and parched skin...sounds like winter, right? Well, it's that time of the year again. We've got you covered so no need to panic.

Here at Smootheru you shine, you bloom, and you glow. Experience more of these benefits by making the most of our 20% off and FREE shipping on our winter products line.

Simply apply the coupon: WINTERSMOOTH22

Warning coupon **expires in 7 days**

Welcome to the Smootheru Family.

Love,

Evelyn

## Now you know your skin type, what next?

It's easy to make mistakes when you know nothing about your skin type. Now that you have an idea there's a bit more pressure.

Don't worry.

We'll walk with you on this new journey to nurturing your skin to the best it's ever been.

We've put together some tips and tricks for maintaining healthy skin.

Here's what your skin is saying\*:

Cleanse Me: No more than twice a day, use our cleanser that works for all skin types that doesn't leave your skin feeling tight after washing. Remember don't overdo it.



Serum please: Use a serum rich in vitamin c, lightly coated under your sunscreen.



Moisturize Me: Even for those more on the oily side, moisturizing cannot be missed. A moisturizer that's lightweight and gel-based will do wonders for your skin type.



Some Sunscreen: Use sunscreen with a minimum of 30 SPF 15 minutes before venturing into the world.



We care about you so make sure you read the labels carefully and select the products that match your skin type and sensitivity\*.