

**Quick Brief:** Email Marketing has been a playground for me. Personally, one of the most enjoyable forms of copywriting that allows me to explore more personality and connection with the audience. And seeing the client's metrics skyrocket is probably the best part since it gives me that extra confidence boost on my copy.

## Epitome Collective Email Funnel

SUBJECT 1: Your brand could be history if you don't start NOW...

SUBJECT 2: Do you have a minute?

Hey [First Name],

The world of marketing is changing so fast.

Are you keeping up?

Or are you still stuck with conventional and boring styles of video advertising?

"Oh... My brand is big enough and already well-known. People couldn't care less about my advertising."

Are you sure about that?

Because as history dictates: it's either you EVOLVE or DIE.

And I don't think you'd want your brand to become history, do you?

"But it's so tiring to keep up with the trends!"

[First name], that's why we're here.

We at **Epitome Collective** keep a close eye on today's fast-paced marketing industry and keep in check today's trends.

And we'd love to share it with you.

We have the edge in today's video advertising production through our high-standard outputs–

always ready to give the highest quality for your production needs, including video editing, colour grading, 3D animation, and motion graphics.

We can also generate and rebuild assets to produce winning content that will increase your engagement rates – that's Epitome.

If you'd like to discuss what we can do for you, **click here to set up a schedule with us!**

Meanwhile, if you're still in doubt, check out our portfolio [here](#) to see a few of our amazing works with some of the biggest companies known like Puma, Under Armour, Adidas, Fanta, Singapore Airlines, G-Shock, Pomelo, and others.

**Aim for awesome!**

[Name]

[Epitome Collective](#)

SUBJECT 1: Hey [First Name] ..... Can we talk about this?

SUBJECT 2: What's up?

[First name]!

Remember me?

It's [First name of sender]!

I sent you an email a few days ago, and was wondering why you hadn't responded.

But I just assumed that you were busy and maybe looked over my last email.

Anyway, I just wanted to know... How are your video ads doing?

See...

Just a few moments ago, I was skimming through Epitome's portfolio and was wondering if you'd like to see the amazing pieces that we've done so far!

Are you interested?

Check out our [portfolio](#) to see what I'm talking about.

My team at Epitome Collective has worked with some of the world's most well-known brands and we also make time to provide creative services closer to home.

And let me tell you that we freaking love the material we created for local businesses in the likes of the AWWA social services organization, DBS Paylah Singapore, and the Singapore Management University.

We understand what the market wants and would want to bring your brand to the forefront of your market.

And honestly, we can figure out things together if we hop on a 10 minute call ([just click here](#)) to discuss how we can help you!

Let us know what's stopping you from completing your dream project on schedule and within your budget.

Aim for the best,

[Name]

[Epitome Collective](#)

SUBJECT 1: Re: Request for information

SUBJECT 2: Are you ready to move forward?

It's nice to see you here, [First name]!

The whole team was so excited seeing your interest and we can't wait to work with you!

Before we move on, you need to tell you right off the bat that we HATE templates.

You know what they say, NO TWO ART PIECES ARE EXACTLY THE SAME.

And in Epitome Collective, we understand that by heart.

We know that every client has different stories that require different needs.

So it wouldn't make sense to have a template for our outputs.

The process we use for each project is **tailored to fit** our client's specific needs.

We have observed that brands with set rates tend to use (and reuse) generic templates, resulting in a bland output that fails to stand out.

We're not boring, so why in the world would we want that, right?!

We take the time to get to know you and your brand, so that when we create an epic video for you, one that really reflects who you are as a business.

So if you can spare **10 minutes** to chat **within the next 24 hours**, we can map out the details of your project so that we are clear on what you want to accomplish and identify specific areas where you may save money. We can also quickly follow up with a complete invoice.

Shoot us an email so we know where to go from here!

Keep aiming for AWESOME,

[Name]

[Epitome Collective](#)

SUBJECT 1: Thank you so much for your time

SUBJECT 2: You're awesome!

It was nice to finally meet you, [First name]

Thanks for taking a portion of your valuable time just to talk to us!

We appreciate every bit of it, and we hope that we've answered all of your objections.

To help you out, here are just a few key reminders:

- If you like what we've discussed, don't hesitate to reach out to us [here](#).
- If you already confirmed working with us on our meeting, **expect another email from us in a few!**
- If you still need time to deliberate or speak with other decision-makers in your team, you can always refer to our portfolio (to help you show them how awesome we are) [here](#).

Again, it was great meeting you, and we're so excited to embark on an epic journey with your brand.

Aim for Awesome,

[Name]

[Epitome Collective](#)

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## Florida Suit Guy Email Content

Content	<p><b>Meet Aaron McGill, Your Neighborhood Tailor</b></p> <p>As a 4th Generation Master Tailor, Aaron brings unrivaled expertise and a deep passion for style, clothing, and perfect fit.</p> <p><b>With Aaron, you can expect:</b></p> <ul style="list-style-type: none"> <li>• Custom tailoring for suits, tuxedos, and formal wear</li> <li>• Expert alterations to elevate your existing wardrobe</li> <li>• Personalized service and attention to detail</li> <li>• Convenient trunk show experience at your home or office</li> </ul>
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	<p>Experience the difference of working with a dedicated local professional. Contact Aaron today to schedule an appointment and discover the joy of looking and feeling your absolute best.</p> <p><b>Book Your Personal Style Consultation Today!</b></p>
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Content	<p><b>Get 10% off Your First Alteration Service - Book Now!</b></p> <p><b>Want to look your absolute best in every outfit?</b></p> <p>Look no further! At Florida Suit Guy, we specialize in delivering precise and exceptional alterations that will transform your wardrobe.</p> <p><b>Book an appointment today and use Discount Code "NewFit10"</b> to receive an exclusive 10% off your first alteration service. It's our way of saying "welcome" and ensuring you experience the perfect fit that sets you apart.</p> <p>Don't settle for anything less than impeccable style. Elevate your wardrobe, boost your confidence, and step into a world of tailored perfection.</p> <p>Call us now at [Phone Number] or visit our website at [Website URL] to schedule your appointment.</p> <p><b>Just mention the discount code "NewFit10" to claim your special offer.</b></p> <p>Trust Florida Suit Guy for reliable alterations that will make your clothes fit like they were custom-made just for you.</p>
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## JAN-PRO Cleaning & Disinfecting Promotional Email

# Get 1 Free Additional Service when You Book a Standard Clean Today!

## Limited-Time Offer for JAN-PRO Cleaning and Disinfecting Capital District Clients

[Image of a Clean and Sparkling Space]

### How it Works

**Book a Standard Clean:** Start by booking one of our trusted standard cleaning services to maintain your space's cleanliness and hygiene. **Use the promo code "JAN-PROPLUS"** when you book your standard cleaning, so that we would know!

**Choose Your Additional Service:** Explore our wide range of additional services tailored to meet your specific needs. Whether it's specialized disinfection, deep cleaning, or any other service from our list, you get to pick one for FREE!

**Get a Quote:** Request a facility visit from us, and we'll provide you with a personalized quote customized to your requirements.

### Ready to Elevate Your Cleanliness Standards?

[CTA Button: [Book a Standard Clean Today!](#)]

This exclusive offer won't last long, so act now to take advantage of this opportunity to enhance the cleanliness and safety of your space!

Why Choose JAN-PRO Cleaning and Disinfecting in Capital District?



- **Experienced Professionals:** Our highly trained and certified cleaning teams are amazing at creating a spotless and healthy environment.
- **Tailored Solutions:** We understand that every space is unique. That's why we offer a range of additional services to meet your specific needs.
- **Hygiene and Safety:** We use the latest cleaning and disinfection techniques to ensure your space is not just clean but also safe for all.
- **Customer Satisfaction:** We take pride in delivering exceptional service that consistently exceeds our clients' expectations.

Don't miss out on this incredible promotion.

Schedule your standard clean today and elevate the cleanliness standards of your space!

[CTA Button: [Book a Standard Clean Today](#)]

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## **Book a Standard Clean Today and Get Your Next Standard Clean for FREE!**

**Exclusive Offer for JAN-PRO Cleaning and Disinfecting Capital District Clients**

[Image of a Clean and Sparkling Space]

### **How it Works**

**Book Your First Standard Clean:** Schedule a standard cleaning service with JAN-PRO Capital District today. Our team will ensure your space is spotless and inviting. **Be sure to use our special promo code "JAN-PROMAGIC"!**

**Enjoy Your Clean Space:** Experience the freshness and cleanliness of your space after our professional cleaning. We guarantee you'll love the results.

**Get Your Next Standard Clean for FREE:** As a token of our appreciation for choosing JAN-PRO Cleaning and Disinfecting, your next standard clean is on us! That's right – book today, and your future clean is free.

## Ready to Experience a Cleaner, Healthier Space?

[CTA Button: [Book Your Standard Clean Now](#)]

Don't miss out on this amazing offer to keep your space consistently clean and inviting.

Whether it's for your office, facility, or commercial space, JAN-PRO Cleaning and Disinfecting in Capital District is here to make cleanliness easy and affordable for you.

Why Choose JAN-PRO Cleaning and Disinfecting in Capital District?

- **Excellence in Cleaning:** Our skilled cleaning teams are known for their excellence in ensuring every corner of your space shines.
- **Tailored Cleaning Solutions:** We customize our services to meet your unique needs, so you get exactly what you want.
- **Expertise in Disinfection:** We follow the highest standards of cleanliness and disinfection to keep your space safe and healthy.
- **Client Satisfaction:** Our commitment to client satisfaction is unwavering. We're not satisfied until you are.

Unlock the benefits of a consistently clean space and save money with this special offer. Book your standard clean today and enjoy your next one for free!

[CTA Button: [Book Your Standard Clean Now](#)]

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## Get a Free One-Time Carpet Cleaning Service!

**Exclusive Offer: Book a Standard Clean with Us from [Start Date] to [End Date]**

[Image of a Clean Carpet]

### How it Works

**Book Your Standard Clean:** Schedule a standard cleaning service with us during the promotion period from [Start Date] to [End Date].

**Experience a Spotless Space:** Our expert team will work their magic, leaving your space cleaner and fresher than ever before.

**Enjoy a FREE Carpet Cleaning:** As a thank you for choosing us, we're offering you a one-time FREE carpet cleaning service! Watch your carpets transform and feel like new.

### Ready to Transform Your Space?

[CTA Button: [Book Your Standard Clean Now](#)]

Don't miss out on this fantastic offer to not only have a sparkling clean space but also enjoy the luxury of freshly cleaned carpets. We're here to make your space shine.

#### Why Choose Us?

- **Professional Expertise:** Our skilled cleaning teams are known for their attention to detail and commitment to excellence.
- **Customized Cleaning:** We tailor our services to your specific needs, ensuring you get the results you want.

- **Health and Hygiene:** We prioritize the health and hygiene of your space, using the latest cleaning techniques and products.
- **Client Satisfaction:** Your satisfaction is our top priority. We're not happy until you are.

Want a cleaner, fresher space while enjoying a FREE one-time carpet cleaning service?

Book your standard clean with us during the promotion period from [Start Date] to [End Date], and get ready to be impressed!

[CTA Button: [Book Your Standard Clean Now](#)]

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## Get a FREE Pressure Washing Session!

Limited-Time Offer: Schedule a Standard Cleaning Service Before [End Date]

[Image of Pressure Washing in Action]

### How it Works

**Book Your Standard Clean:** Schedule a standard cleaning service with us before [End Date] to qualify for this exclusive promotion.

**Experience the Power of Pressure Washing:** Our professional team will provide a FREE pressure washing session for your space. Watch dirt, grime, and stains disappear, revealing a fresh and pristine look.

**Enjoy a Cleaner, More Inviting Space:** A pressure-washed exterior can transform the curb appeal and make a lasting impression.

### Ready to Enhance Your Space?

[CTA Button: [Schedule Your Standard Cleaning Now](#)]

Don't miss this incredible opportunity to not only have a sparkling clean interior but also a rejuvenated exterior. Whether it's for your property's facade, deck, patio, or driveway, our pressure washing service will leave your space looking like new.

### Why Choose Us?

- **Professional Team:** Our experienced technicians are skilled in pressure washing and deliver outstanding results.
- **Customized Solutions:** We cater our services to your specific needs, ensuring your space gets the attention it deserves.
- **Boosted Appeal:** A clean exterior enhances the beauty and value of your property.
- **Customer Satisfaction:** Your satisfaction is our top priority, and we're dedicated to delivering the best service.

Get a more inviting space with a FREE pressure washing session.

Simply schedule your standard cleaning service with us before **[End Date]**, and we'll take care of the rest.

[CTA Button: [Schedule Your Standard Cleaning Now](#)]

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## Ten Digital Recovery Email for Hearing HD

### EMAIL 1: 5% off 10 minutes

**Subject: Don't forget about this!!!**

Hey, [Insert name]

## You might have forgotten about your Hearing HD Hearing Aid

Would you like to continue your purchase?

Here, let us give you a 5% discount to help you out!

Just click the button below to get your Hearing HD Hearing Aid with the discount

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### EMAIL 2: 10% off 24 Hrs

**Subject: Are you busy right now?**

Hey, [insert name]

## You might have been busy. WE GET IT.

But imagine how your life would be 10 times better once you get to improve your hearing loss.

Times are tough, so **here's a 10% discount!**

Just click the button below to get your Hearing HD Hearing Aid with the discount

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### **EMAIL 3: 15% off 96 Hrs**

**Subject: We didn't expect this...**

**[Insert name]**, let us introduce you to Angie.

We weren't expecting her to reach out to us through email just yesterday about Hearing HD.

**But here's what she said:**

*"A good friend of mine referred me to Hearing HD. I was talking to her about how I struggled to understand my grandkids whenever they tried to talk to me. Sometimes I'd have to lean in just to catch a few words.*

*It was a hilarious experience having shared my problems with her, because I didn't notice that she was actually wearing a pair of her own Hearing HD (I didn't even notice).*

*She let me try them on for the first time...*

*I could say how amazed I was by its quality. It felt like I had super hearing.*

*At first, I was hesitant, since with quality like that, I expected it to cost thousands of dollars.*

*When I mentioned that, she smiled and told me that it only cost her \$44.*

*After our little chat, I immediately got my own and received it just about 3 days later.*

***IT DID NOT DISAPPOINT."***

Because we want you to experience what Angie is talking about, **WE ARE GIVING YOU A 15% discount on your purchase.**

You don't need to keep on suffering. We want to help.

**So click the link below to use your special 15% discount to finally experience what thousands of people are talking about.**

Sincerely,  
Hearing HD Team