

For this project, I was given the graphic below and a little background on the promo. My copy is below the image (product and company names removed).

The preheader links to the promo & should complement the subject line. [View this email in a web browser](#)

SHOP CONNECT

**IMPORTANT Callout**

*FUN & CATCHY*  
**HEADLINE**

**Supportive subhead**  
Let's see some body copy! You have about this much space to make the people sooo excited for your promo that they feel an urgency to click through without delay.

**MAKE US CLICK**



**TO GET YOUR FREE GIFT:**

- 1 Step 1
- 2 Step 2
- 3 Step 3

SUBJECT LINE: Just because we love you (surprise inside!)

PREHEADER: It's like flowers for no reason—except way better

HEADLINE: A Free Gift for You

SUBHEAD: This mani's on us

BODY COPY: For a limited time, get our [product name] pink nail polish, [product name] top coat, and [product name] cuticle serum—a \$60 value—FREE with any \$30 purchase on CompanyName.com.

BURST: Limited Time Offer!

CALL-TO-ACTION BUTTON: Get your free gift

REDEMPTION INSTRUCTIONS:

Step 1: Add \$30 (or more) swag to your bag

Step 2: Add gift set to your bag, too

Step 3: Enter code FREEGIFT in checkout