

Copywriting Project

Freelancer Name: J.R. Augustine
Client Name: Cima Truck (Attn: Carla Hurtado)
Project Name: Email Sales Letter #1
Date: 10-13-2008

Notes:

We are looking for someone to design and develop a mail letter and an email for our prospects and clients. The idea is to invite prospects to know what our product does and how easy it is to start using it, talk of our main features, delivery model, which is software as a service. Our target market is the ground transportation industry. The content can be obtained from our website www.cimatruck.com

The content must be creative, catchy, and reflect we understand the industry pain and that we have the solution to their pains

We plan to use the sales pieces in different moments. More less as you thought, we will post one landing page and send one email out, and then use the other two for a follow-up mailing.

Copy:

<subject line>Fwd: Thought You'd Like to Save Money</subject line>

<header>Bad Economic Times Help Companies Get Efficient</header>

The positive side of difficult economic times is they force companies to unearth wastefulness and clean it up. If you can continue to turn a profit when things are rough, you're in for big profits when the economy turns around.

We'd like to help you streamline your process and make your operations as lean as possible. There are a number of ways our online software can help you get efficient now and poise your company for explosive growth when the economy turns around.

If you're looking for ways to...

- Keep your expenses down
- Improve workflow

- Make more informed decisions
- And save money

Cima Truck does it all for you online.

What we've done is take our powerful management software and make it available online. You can access all the tools you need to manage your fleet whether you're in the office or on the road.

<subhead>We'll Help You Keep Your Fleet Running as Efficiently as Possible</subhead>

You want to be as efficient as possible and cut costs by getting the most out of your fleet, but keeping track of all that information can be cumbersome and expensive. Well, we've changed all that.

Just punch in the newest information and Cima Truck will keep you completely up-to-date on

- The life-span of parts and tires
- The best way to use resources
- How to optimize fleet performance
- Ways to cut down on truck down-time

<subhead>30 Day Trial</subhead>

Log onto <http://www.cimatruck.com> and sign up for a free 30 day trial of this amazing program. Keeping your operations running smoothly has never been so easy.

Signup for your free trial now.

Regards,

Carla Hurtado

P.S. In addition to the free trial, you'll find an excellent support team to help you through setup and assist you all along the way.

Comments: