

BUSINESS TYPE: WOODCRAFTING DESIGNER

BUSINESS FUNNEL: EMAIL MARKETING 2x week

BUSINESS OBJECTIVE: GAIN MORE ATTENTION VIA EMAIL

COPY (DRAFT)

Target Audience: Mid-High end home owners and decor enthusiasts.

Email Design #1: The Beauty of Hand-Crafted Elegance

Subject: “Elevate Your Home with Timeless Wood-Carved Artistry”

Timing: Can be presented on Monday possibly

Opening Line: Artistic Quote: “When wood is shaped by hand, it becomes more than just furniture—it becomes art. It carries the essence of the craftsman, bringing elegance and soul to the spaces it inhabits.”

Main Body: Describe the beauty and uniqueness of handcrafted wood furniture. Possibly even use poetic language to evoke a sense of luxury and timelessness.

Showcase: 2-3 or more signature pieces(**furniture or carvings**) with high-quality photos that highlight their elegance, form, and fine details. Optional: Example: FREE SHIPPING! Free merch with any order over \$200?

Short product descriptions are a good idea too.

Explain the inspiration behind these product designs, touching on their artistic value rather than functional use. It will add a sense of decor to them instead of just furniture.

CTA(Call To Action)/Click Link: “Discover the Wood Carving Collection” or whatever you choose to name it...

Potential Discount: Get 10% off your first order!

Subscribe to Our Email Newsletter!

Email #2: The Art of Creating a Lasting Impression

Subject: “A Statement Piece That Transforms Any Space”

Timing: Can be presented on Thursday possibly

Opening Line: Discuss how a single statement piece can completely elevate a space, giving it a personal touch of sophistication. Example: “A single wood-carving piece has the magical power to completely transform a room, offering more than just functionality- it introduces a sense of artistry and timeless elegance. Each curve, detail, and grain brings the warmth of nature into your space, creating a focal point that draws the eye and sparks conversation. Etc..Etc. (Deliver key background images and artistic font style!)

Main Body: Feature 2-4 larger pieces(Example: Possibly larger piece of Furniture or carving) Optional: Example: Show price drop 15%

Customization: Offer Customized Products with personalization.

Testimonial: Brief Quote or testimonial who experienced the transformative impact of adding wood-carved pieces to their home.

CTA/Link: Make a Statement: “Amplify Your Home with Unique Wood-Carved Designs!”

Potential Discount: Get 10% off your first order!

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Email Design Page:

Choose a Color Palette: Warm, earthy tones that capture the foliage that gives everyone that cozy warm fall feeling.

Fall colors.

Incorporate Seasonal and Visual Imagery: Add images of wood carved products with background (fall leaves, trees, pumpkins, acorns, hay bails, apple cider, food, donuts, people laughing and feeling happy, warm cup of coffee.)Etc,etc. Try to focus on high quality images. Get the fall cozy vibe going.

Typography: Incorporate warm and welcoming fonts that evoke a cozy feel. Headlines- rounded serif fonts or maybe even handwritten. Keep text large and easy to read.

Strong Call to Action: “Celebrate the Fall Season” or “Discover Our Fall Furniture Collection” with fall themed icons.

Add Subtle Animations (Optional): Add subtle leaf, pumpkin, or fall type animation effects that enhance the fall vibe.

Background: Use subtle texture with blend of autumn leaves in background or whatever you prefer. Keep it fall themed.

Imagery: Feature a couple of your wood carvings with natural background.

CTA/Link: “Explore Fall Collection” with a good color scheme such as warm gold or rich burgundy.

Important Notes: Keep design simple and clean. Do not overcrowd. Let everything flow smoothly. Balance with imagery with whitespace to focus on main message and CTA.