

Idea: I am doing 2 weekly newsletters for my client (a photographer) in which we will be promoting his Lightroom presets. I wanted to approach this email from another angle because I already have written a couple of them and don't want them to be repetitive and always use the same angle, so I went with a different approach.

The target audience of this client is kind of interested in his life (how he works, what software he uses, what cameras he uses, etc.), so I tried tying him moving to a new apartment, to the promotion of his presets.

Hi <name>,

About a year ago, I made a big move and landed in a new apartment.

Now, I've got a dedicated studio, a fortress of creativity where no pesky distractions can mess with my workflow.

Projects are flying off the shelves faster than ever before, and I've got more time to focus on perfecting my photography skills and sharing all the juicy bits with you.

With a dedicated space, I finally found the ideal focus and inspiration, and procrastination didn't stand a chance!

When I sit down at my desk, armed with a trusty glass of water, there's nothing, absolutely nothing, that can get in the way of my workflow.

My old setup was crammed into my bedroom, and distractions had a party there all day long. Procrastination became my arch-nemesis, and I'm pretty sure it tried to run away with my productivity crown.

Now, I know you can't just teleport to a new place like magic (it took me quite a bit of time).

But there is one thing that can spice up your workflow too, and by the way, I use it all of the time.

[So, if you're interested in improving your workflow, click here!](#)

Best regards,

