

Lemonade Insurance (Tenant's content insurance package)

DIC

Subject Line -----  Stop Reading Holiday Guides...

If you really want to have an amazing Holiday...

Then You'll have to **STOP** worrying about your house and live in the **Moment...**

You can read every "How to have an amazing Holiday" Guide and still it won't do you any good.

But then that begs the question...

"How can I truly stop worrying so I can have a great time on my holiday?"

Well, Today is your Lucky day...

All you have to do is [Click Here Now.](#)

Inside you'll find the **single most important** thing you'll need (No I am not talking about security cameras or alarms) **to actually relax while away.**

Plus, EVERYTHING else you might need to be sure that your house and all your stuff are being protected even while you are sunbathing somewhere in the Aegean.

Enjoy your summer {Name}.

Yours
Nek Perdikakis.

Try adding something about the peace of mind or your stuff being protected even when you are not home.

I can't tell from the ad what you're selling, is it a travel guide? If I didn't see insurance at the top I would never know what to expect by clicking. A little mystery is good but at least give us a hint of what we get for clicking. Why should I "click here"?

I know you can do better G!