

## Advanced Copy Review (Email)

**My objective** is to produce a promotional email for a potential client.

**100 pushups:** <https://rumble.com/v427s2e-100-push-ups-payment.html>

**SL: Never Ice**

**4 questions** from the winner's writing process:

**1. Who am I writing to?**

- a. Adults who travel. They may be day trip adventurers, family travelers or campers, sportsmen in hunting and fishing, people who travel or otherwise spend long hours in remote locations for work.

**2. Where are they now?**

- a. Stuck using an old ice-box type cooler and suffering the pains of melted ice water and soggy contents.

**3. What actions do I want them to take at the end of my copy?**

- a. CTA link to the website sales page.

**4. What must they experience inside of my copy to go from where they are now to taking the action I want them to take?**

- a. (3) things:
  - i. Pains of soggy contents, melted ice water, finding and adding more ice, heavy.
  - ii. Desire to live a more sustainable lifestyle
  - iii. Freedom of adventure and simple enjoyment of the outing.

**The reader's roadblocks:**

- a. The reader does not realize there is a much better way, one free of the ice battle.
- b. They think they are stuck with what they have.
- c. They do not believe the product can provide the same or better level of performance.

**Solutions:**

- a. I list the cons of ice, and the pros of the product
- b. I show them there is a better way to enjoy their outings.
- c. I list the key product specs and promote the products ability to maintain icecream, something an ice cooler cannot do.

**My analysis:**

I'm lacking visual devices. Perhaps I should add some emojis, thumbnails, better/more pictures. I also think it's a bit dry and could benefit from taking a bit of a swipe at a competitor's product or something along those lines. The offer could be more specific, however, I'm unsure how to

approach that without input from the client. I consider that another point of improvement with their desires in mind post-sales call.

The social media mention of “epic adventure inspiration” may be a bit much. It’s more of my spin on what they could do to get attention.

Link on TRW post, Google Doc comments turned on. ✓

## Copy:

### Hey Adventure Enthusiasts,

Tired of lukewarm beers, wilted lettuce, and melted ice ruining your outdoor escapades?

It’s a hot day, you want something cool and refreshing. You open up the cooler and find a pool of warm water with all the contents floating around. It’s a sinking feeling when it hits, you forgot to get ice...

**If only** you had remembered to stop somewhere and get bags of ice. Heavy bags usually frozen into solid blocks that need to be smashed up somehow before dumping them messily into a cooler and on top of all the food and drinks inside.

How can you avoid this mess once and for all if you’re stuck with an old messy container?

**There is a better way!** You don’t have to worry about or deal with the ice battle ever again.

**Say goodbye** to those 19th-century-style ice trade days for good. Using the latest technology of solar and lithium-ion batteries, we’re using the hot sun to *cool*.

Sure the sun’s rays heat things up, but we took those lemons and chose to make lemonade (which is amazing in cranberry and other holiday variations btw).



Introducing ACOPower's **LIONCooler**, the portable powerhouse redefining what it means to keep things cool – **anywhere, anytime.**

**Here's why ACOPower coolers are the ultimate adventure companions:**

- **Solar Powered Freedom:** Ditch the ice and embrace the sun! Our coolers run on **solar panels**, keeping your food and drinks fresh even off the grid. Imagine worry-free camping, road trips without meltdowns, and beach days that last all day long. ☀️ With an integrated battery pack you'll never have to deal with a mess again.
- **Unmatched Performance:** ACOPower boasts powerful compressors that **freeze down to -4°F**, and keep things frosty for days. Whether you're hitting the trails, hosting a backyard BBQ, or prepping for emergencies, the ACOPower has you covered.

Imagine surprising the kids with ice cream when it's hot outside! 🍦 That's not something an ice cooler can do!

- **Smarter Cooling:** Control your cooler from anywhere with our **intuitive app**. Adjust temperatures, monitor performance, and even set timers – all at your fingertips.
- **Built for Adventure:** Rugged, weatherproof designs, durable wheels, and convenient handles make ACOPower coolers perfect for any terrain. Take them camping, fishing, boating, or just relax in your backyard – the possibilities are endless.
- **Environmentally friendly:** Use energy as needed. There's no need to manufacture the ice, transport it, keep it frozen in freezers at many locations. You'll be doing your part in reducing energy waste.

**But wait, there's more!** For a limited time, enjoy **exclusive discounts** on select ACOPower coolers and solar panel bundles. Plus, get **free shipping** on orders over \$100!

**Click here to claim your adventure:** \*link to sales page\*

Don't miss out on this chance to experience the next level of outdoor cooling. **Grab your ACOPower cooler today and unlock a world of possibilities!**

**P.S.** Share this email with your fellow adventurers and spread the word – the more the merrier 🌴 (and the cooler)!

**Happy Exploring,**

The ACOPower Team

**P.P.S.** Follow us on social media for epic adventure inspiration and exclusive deals!

\*FB link, X link, IG link, YT link\*