

This short email copy targets an audience with dogs who like to play with a ball with them. The main purpose of this email is to present a new product and make them buy it.

SL: Say Goodbye To The Popping Sound Of Balls...

So, your dog has dreams of becoming the next Lionel Messi?

You kick a perfect pass, and he runs like crazy after the ball.

You watch him as he reaches it, grabs it with his sharp teeth, and then...

You hear the sound of yet another ball deflating...

How many balls have met this fate?

I bet more than a few...

And, I hear you thinking, "Is there a ball that is durable enough to last more than one walk with my dog?".

Believe me, I wondered the same thing.

That's why I decided to put over 20 different football balls to the test, playing hundreds of games of fetch, and kicking perfect passes until our bodies refused to go on.

It was quite the journey.

But finally, I found the perfect **dog-proof** ball.

Let me be clear, this ball is made from heavy-duty rubber.

It means, that this rubber makes it the perfect ball for toy destroyers and large breeds with a powerful bite, such as German Shepherds.

Trust me, this ball can take a LOT of abuse...

And the best part is that this ball comes in two sizes, making it suitable for every dog!

So if you are tired of constantly worrying that the ball will pop yet again, then...

[Click here and get the Jolly Soccer Ball, designed to withstand any bite >>](#)

Important: this ball should only be used under supervision - not given to your dog as a chew toy.