












Context

This is a promo email for an e-commerce client selling bar soap. There are tons of documents/resources I used to create this email so if you'd like to skim through them, you can. The writing process doc should cover most things though.

- Brand/messaging
 -  BCSC Brand 
- **Writing Process (Main Document)**
 -  Coffee Bar Soap Email Promo
- Avatar research
 -  BCSC Avatar (online) 
- Product research
 -  Bar Soap Research Doc
- Copywriting
 -  Copy Cheet Sheet 
 -   BCSC SCENT DOCUEMNT 

EMAIL:  **The entire email.png**

Email (Section Screenshots)



Featured Ingredients



COFFEE GROUNDS

Gently exfoliates by scrubbing away dead skin cells



COCOA

Helps to moisturize & soften skin with a rich chocolatey scent

SHOP NOW

Smells Like:

Coffee ~ Chocolate ~ Musk

Our handcrafted coffee soap awakens with a bold blend of coffee grounds and an intoxicating chocolatey touch.

SHOP NOW



Indulge In Your Latte Lather!

Jump-start your morning with a creamy coffee cleanse to reveal soft, healthy skin.

SHOP NOW



We Keep It Clean

- 

CHEMICAL
FREE
- 

LOCALLY
CRAFTED
- 

SULFATE
FREE
- 

CRUELTY
FREE
- 

FREE
SAMPLES
- 

REWARDS
500 POINTS = \$5 OFF
- 

FREE
SHIPPING

HANDWRITTEN CARDS WITH EACH PURCHASE

