

Project: Pet EMF Defense Pendant Promotion

Info: A promotional email for a product that helps to protect pets from electromagnetic fields (EMF).

Strategy: Highlight the pain points of pets' health problems caused by EMF and position the Pet EMF Defense Pendant as a simple, stress-free solution with a discount offer.

Tone: Relatable, casual, reassuring

(Pardon me, I don't know the format/technique you're using but I'll try my best still
Also sorry I murdered your tone, you can just take inspo from this to improve yours
)

Email

SL: Is your pet acting up?

PV: I know what's wrong...

Hey [First Name],

Do you think your pets are safe indoors?

Here's how it'll play out,

You're scrolling on your phone, watching tiktoks.

Your playful dog sits right next to you, tugging you to pat it.

You stretch & groom it, It relaxes...

Days later, you notice your dog now sleeps more,

But it still looks tired, and no longer plays with you.

"Is it sick?" you ask yourself.

NO...

It's reacting.

It's vulnerable to Electromagnetic Forces (EMF). (Full word here, then free use of abrevs)

You exposed it through your never ending scrolls.

Yeah, you're the vampire that sucked your dog's life force.

If it were to die at that moment, you're responsible.

But it's not, cause I'm gonna show you how to prevent it.

No, you don't need to throw your phone away,

You need to protect your dog from it.

That's exactly what an Anti-EMF Pet Pendant does.

(Removed how it works cause in Copywriting you show what fixes the problem not how you fix it)

You just wear it on your dog & do whatever you want.

Even rock n' roll (just kidding)

With the pendant, your pets' health and playful energy is 100% guaranteed.

[Click here to get a discounted set.](#)

Offer is limited to the first 20 purchases.

Best,
Cece's Warehouse