

## **Fascinations (one liners)**

1. WARNING! You have to see these shoes before buying your new pair!
2. Are you feeling a change of style?? Look no further!
3. Become the center of attention with our newest addition!
4. If you're tired of having boring shoe game, then you need to check out our latest collection
5. Own the day step by step with the (insert shoe name)
6. Be the bad bitch that you always wanted to be
7. Take a step towards confidence.
8. This shoe is so good it doesn't even need an explanation. Try them on and you will see for yourself!
9. Introducing the traffic stopping shoes
10. Why fit in when you were born to stand out?
11. Walk with the confidence within you
12. Grab your size before it turns into a Cinderella story
13. Your shoe game is about to get to a whole new level
14. Be bold, be different
15. Stop settling for less, you deserve more
16. Stop settling for regular in stock shoes, be bold
17. Why fit in when you were born to stand out?
18. You weren't made to blend in, you were made to turn heads!
19. Stand out from the crowd, because you were born to shine!
20. Be a trendsetter, not a trend follower!
21. With Footz, fashion is easy
22. Every woman deserves to stand tall and feel empowered
23. Flaunt your individuality and let your shoes do the talking
24. Don't just walk, strut with confidence
25. With Footz, every step you take is a step into the spotlight.
26. Let your feet feel the love they deserve.
27. With Footz, every step is a step towards a more stylish you.
28. Footz isn't about conforming. It's about stepping out of the box, about forging your own path
29. Are you ready to stir things up?
30. Time to step up, kick the ordinary, and strut the extraordinary.

I have an idea to introduce a program where people post their best fits with the newest shoes on instagram, and they can either get a reward from it, and they will be featured on the page if the fit is good

(Maybe the reward is a 10% discount?) But the girls who are dressing up for it anyways will be styling their outfits quite well, so putting a story with Footz tagged should not be too big of an issue. Plus they will love the “free” publicity

### **Short form copy #1**

Introducing the traffic stopping shoes.

You know that moment when you are walking down the street and you find yourself having to stop, simply to admire the beauty of the moment?

What was the last thing that caught your attention like this?

For me it was this new pair of (insert shoe name)

When I first saw them I immediately went home and ordered as many pairs as I could, so that I could provide you with the same jaw dropping beauty that I experienced

### **Short form copy #2**

Introducing the traffic stopping shoes.

You know that moment when you are walking down the street and you find yourself having to stop, simply to admire the beauty of the moment?

What was the last thing that caught your attention like this?

For me it was this new pair of (insert shoe name)

When I first saw them I immediately went home and looked up which shoes they were hoping to buy as many pairs as I could

But when I opened my laptop and found them

They were out of stock

Gone Entirely

But I was not shocked. If these shoes had such an effect on me then they must be amazing for everyone else too.

I searched around for them for days

When suddenly I get a phone call from my supplier, saying that they just received a new shipment of (insert shoe name)

That is why today, I can proudly present to you, available in all sizes:

### **Short form copy #3**

Beauty is in the eye of the beholder.

I seem to disagree with that statement. Let me tell you why

A few weeks ago I was at a party.

It was a standard college party, with all kinds of people talking and having fun

Me being myself, I naturally paid attention to what kind of shoes people were wearing

Around midnight I noticed this girl walk into the party with such confidence, it seemed like she had the entire room's attention simply due to the way she walked.

Soon after she walked by, a couple more girls with the same bad bitch attitude walked by

The entire party was wowed.

What just happened

Why is there such a commotion over these girls

This kind of attention is usually reserved for someone who is about to backflip off of the roof into the pool, not just a couple of girls walking into the party.

That's when i realized, they were all wearing the same shoes

It's a pair I know quite well, I had seen it before and have always found them beautiful, but since they are not the most common shoe I thought it was only my opinion.

So there it was

Proof that sometimes beauty is just beauty

As is the case with these (insert shoe name)

### **Short form copy #4 / Promotion email/ Promotion**

Title/ first line: More than a shoe.

And everybody was looking for the owner of the lost shoe...

A while back there was this play that I went to see

I had not gone to a play in years, but this one caught my attention

Not because of any particular reason

I just left like it was placed directly where I needed to see it

I had some free time so I decided to check it out

When I entered the theater I felt the all too familiar smell of wood and a hint of dust in the air.

I saw down at my seat, looking around at the mostly empty seats, waiting for the play to start

The curtains are drawn and the play begins

It seems familiar

I have definitely seen this before

It was a reenactment of Cinderella

You know, the one that we heard of as kids

Where she loses her shoe, which the prince later uses to find her

This got me thinking

Her shoes were so unique, that he knew nobody else in the kingdom could wear them

That's why I decided to have fun with this new shoe.

For the next 24 hours ONLY

This shoe will be available after which it will be COMPLETELY GONE

Nowhere to be seen again

This might sound like a sales tactic to you

And I guess you could say it is

But I was intrigued by this play and idea so I simply had to try it out

Now back to the shoe

Limited time only,

But to make it even more exciting, there is only one of each number available

So if you want to get yours, you better be faster than the others who are trying to get it

Click here to get your pair, don't keep Prince Charming waiting 😊

### Short form copy #5

There's one thing better than that new shoe smell

And no it's not wearing your new shoes

It's also not getting compliments for them.

No, the one thing that's better is the physical change in your walk that comes along with new shoes.

You recognize that confident and sassy walk that you've had when you put new shoes on?

That's exactly what I'm talking about

Getting that additional bravery and boldness from a new pair of shoes is unparalleled.

Step into that emotion, with these daring (insert shoe name)

### Shorm form copy #6

"New is always better"

You've all heard this expression before

Some argue that it's true, because we get bored with the old

And then anything new is exciting

But there's a better version

"New Old" is always the best.

The same can be said for these newly released retro-style (shoe name)

Show off your uniqueness with this timeless "new old" shoe

### Short form copy #7

So, you think you've seen it all when it comes to shoe styles?

Think again, because at Footz, we've got a pair that's going to blow your socks off

Literally.

Introducing our latest release, the (insert shoe name).

Nothing screams individuality more than the sleek design and daring hues of this pair.

With each stride, you'll be showcasing your unique style, turning sidewalks into your own personal runway.



### Short form copy #8

What's that? You need more? Well, we've got you covered.

Buckle up, Footz fam, because we're bringing you the ultimate in athleisure fashion with the (Insert shoe name).

Perfect for those who crave comfort without compromising style, this pair is set to redefine 'casual chic'.

Wear them, flex them, live them

these shoes aren't just an accessory, they're an extension of you.  

### Short form copy #9

From the kick-off to the final whistle, make sure your feet are dressed for success.

Whether you're meeting up with friends or hitting the gym, these shoes will level up your game and have heads turning wherever you go.

So what are you waiting for?

Get ready to rock your individual style with (insert shoe name) today! 

### **Short form copy #10**

Shoes worth dying for.

Okay not literally

Nothing is more valuable than our precious lives

So why not make them that much more exciting

Take that next step

Send that risky text

Do what you've been wanting to for so long

Buy those shoes you've had your eye on!

### **Short form copy #11**

Shoes worth dying for?

Okay, maybe not literally, but hear me out.

Our lives are priceless, right?

So why not make them a bit more exciting?

It's time to take that next step, send that risky text, and do what you've been wanting to do for so long.

And hey, while you're at it, why not treat yourself to those shoes you've had your eye on?

You deserve it!

### **Short form copy #12**

Looking to match your outfits but find yourself lacking in the shoe department?

Don't worry, we've got you covered.

At Footz, we deal with exclusive out of stock shoes, which are not only unique in their looks, but come in many unique colors.

### Short form copy #13

Matching with shoes from Footz is easy

Imagine your ideal outfit.

Picture the colors

The confidence that it gives you

The freedom you feel being yourself

Now imagine having some bland shoes

Shoes which don't express your true self

Doesn't feel good, does it?

It doesn't make me feel good either

I enjoy giving people the shoes they want, because I enjoy seeing the happiness it gives them.

I am all for expanding fashion and living it daily

That's why today I'm presenting you these

Match them with your favorite outfits

Be the new fashion example