

Project Notes

ASSIGNMENT

Create a targeted sales e-mail for Gym Source that discusses a savings opportunity for members of a Club that Gym Source is installing fitness equipment into.

CREATIVE SOLUTION

I wrote an e-mail that introduces an exclusive savings opportunity to potential customers. I made sure to establish Gym Source's offer as a solution to a problem and concluded with a call to action.



Dear _____

Congratulations! As a member of the PGA National Members Club, you qualify for exclusive savings on premium fitness solutions from Gym Source!

We know you will love using the extraordinary machines at the Club's fitness facility once the renovation is complete, which is why we are thrilled to offer you this exclusive members only opportunity to take home some of the same equipment we are installing for the Club- at an amazing discount!

You can find your special MEMBERS ONLY discount voucher as an attachment in this e-mail. To start enjoying first class fitness at home, all you need to do is print your attached voucher and bring it to any Gym Source location before 5/1/16. Our friendly experts will connect you with the machine that fits your needs, offer you fitness tips, and answer any questions you may have.

Sound's great right? Take a look at the incredible machines that you have the opportunity to save BIG on.

*****TABLE OF DISCOUNTS ENTERED HERE*****

Whether you select the Hoist Mi6 Functional Trainer, the Octane Zero Runner, or the Cybex 525 Treadmill, your home workouts will be more fluid and effective than ever before—GUARANTEED.

Visit Gym Source before May 1st, 2016—and show the Gym Source team your voucher—to enjoy your EXCLUSIVE PGA National Members Club savings! Streamlining your workouts between home and club has never been easier or more affordable, and we can't wait to help you reach your goals faster!

If you're ready to upgrade your home fitness efforts, please print your attached PGA National Members Club discount voucher! To find a Gym Source near you, [click here](#) to see our locations.

We look forward to seeing you!
The Gym Source Team

P.S. If you are interested in exploring any of our other offers, please let us know by replying to this email. One of our friendly fitness associates will search our huge inventory to provide you with additional sale items not featured on this list!