

QuickFresh Email Copy Examples

Copywriter: Samantha Volk

Newsletter Obj: Highlight menu item! Rosemary chicken

Subject = 🔥 🍴 Roasted & Ready To Eat

Subject Alt for A/B testing = Roasted & Ready To Eat 🔥 🍴

Preheader = Unlock 40% Off This Delicious Meal

Green banner copy = Take 40% Off This Favorite Meal & Others On Your First Order!

Header image copy = CHEF RECOMMENDED

Subheader = ROASTED ROSEMARY CHICKEN

Body text = (see below)

Can you believe it's already November, {{ contact.firstname }}?!

This upcoming week, the QuickFresh menu is featuring Roasted Rosemary Chicken served with red potatoes and green beans. Get a taste of Thanksgiving with this delicious comforting dish and take 40% off your first order of meals with discount code FRESHSTART40.

Bottom Header = Our Menu Rotates Weekly

Paragraph = If you wait too long, you may miss out on some delicious options.

CTA = See Menu

Newsletter Obj: testimonial

Subject = Check Out Mia's Transformation 🥳

Subject Alt for A/B testing = 👁️👁️ Check Out Mia's Transformation!

Preheader = It's Your Turn With 40% Off!

Green banner copy = Take 40% Off Your First Order With Code FRESHSTART40!

Header copy = SUCCESS STORY

Body text = (see below)

Hey, {{ contact.firstname }}!

Take it from those who have changed their lives from eating QuickFresh. What if you, too, reached your goals AND MORE? By taking control of your diet, you can positively affect multiple areas of your life. Check out how Mia's life changed below!

"I expected to lose weight and things would be easier, but it definitely went way further than I ever imagined. It's my sleep, it's my time-management, it's the meals, it's eating healthy. All of that combined. I do my workouts and I can push through them all, I'm not lethargic, and then I can go to work all day and come home and relax and then I'm excited for the next day." – Mia E.

Bottom Header = Ready For Change?

Paragraph = You, too, can feel better and more confident, whatever your health goals may be.

CTA = Get Started Now

Newsletter Obj: use discount FRESHSTART40

Subject = 🕒 It's Time! Take 40% Off! 🕒

Subject Alt for A/B testing =

Preheader = Save Money & Feel Great This Holiday Season

Green banner copy = Take 40% Off Your Order With Code FRESHSTART40!

Header image copy = EAT WELL NOW, PARTY LATER

Body text = (see below)

Hi, {{ contact.firstname }}!

We're moving quickly into November and soon you'll be feasting with family and friends for the holidays! Feel good now with clean, nutritious meals so you can party hard later.

Bottom Header = Your Goals Are In Reach!

Paragraph = It's your last chance to take 40% off next week's meals! Set yourself up for success.

CTA = See Menu

Newsletter Obj: Make Your Life Easier (Save Time) During Busy Holiday Season

Subject = Too Busy To Meal Prep?

Preheader = Here's 40% Off Ready-Made Meals

Header image copy = MAKE LIFE EASIER

Body text = (see below)

The holiday season is a busy time, {{ contact.firstname }}!

The days are shorter, the temp is colder, and with all of the end-of-year events and activities, finding the time to cook healthy food is not a priority. You should just start eating better in the New Year, right? Wrong! If you want to FEEL well, then EATING well is a year-long commitment.

Make your busy life a little less hectic but a whole lot more nutritious by leaving the healthy meal prep to us. Take 40% off your next order of delicious meals with discount code: BLAH.

Bottom Header = Ready For Change?

Paragraph = By eating well, you'll feel better than you ever thought imaginable. Why wait?

CTA = Get Started Now

Newsletter Obj: New Year, New You Starts Now

Audience: potential customers

Subject = The New Year Is Fast Approaching 🕒

Preheader = Commit To You With BLANK Off

Header image copy = What Will You Do?

Body text = (see below)

2023 is around the corner, {{ contact.firstname }}!

Have you thought about your New Year goals? Better health is the #1 New Year's Resolution around the world. Commit to your goals by subscribing to healthy weekly meals. Use discount code BLAH at checkout for BLAH BLAH.

Bottom Header = Curious about the menu?

Paragraph = Our entrées rotate weekly, with new goodies added all the time.

CTA = See Menu

Welcome Email Obj: ready to change your life? + 40% off

Subject = Big Change Is Coming! 🍌 Eat Better And Feel Better With 40% Off
Preheader = Are You Ready For Solutions? Healthy Food That Taste Buds Love

Top Imagery Header/Callouts = Welcome!

Body Copy =

Thanks for signing up!

It's all quite exciting, so take 40% off your first order with code CODEGOESHERE.

You took the first step toward healthier living by wanting to up your nutrition game. And proper nutrition is huge. If you eat junk that doesn't fuel your body, you'll never feel well. We take care of your nutritional needs and you take care of yourself by spending time and energy outside of the kitchen and on better things, like calling grandma.

Bottom Imagery Header/Callouts = Fresh, Never Frozen / Locally Sourced Ingredients /
Chef-Curated Recipes

Abandoned Cart Email (Sent After 23 Hrs) Obj: get people to come back to cart & purchase

Subject = You're THIS Close To Securing Your Next Week Of Meals, Claim Them Now!
Preheader = 🚨 Abandoned Cart Alert! 🚨 Hop On And Finish Your Order

Top Imagery Header/Callouts = Don't Miss Out!

Body Copy =

Life happens, {{ contact.firstname }}.

It's busy, chaotic, even too much at times. Help your future self by finishing your order of next week's meals today. One less thing on your plate. [Return to your cart here.](#)

Bottom Imagery Header/Callouts = Your Future Self Will Thank You

Abandoned Cart Email (Sent After 24 Hrs) Obj: get people to come back to cart & purchase

Subject = Next Week You Need A Simple Nutrition Solution, Finish Your Order Now!
Preheader = Delicious Food Awaits! Pull The Trigger To Set Yourself Up For Success

Top Imagery Header/Callouts = Abandoned Cart Alert!

Body Copy =

You're so close, {{ contact.firstname }}!

You've already started and that's the hardest part. Go back and look at our chef-curated menu. There's something you missed, something you need as part of next week's meals. Finish up that order. You got this. [Return to your cart here](#).

Bottom Imagery Header/Callouts = Tastiness Awaits

Back in Stock Confirmation Email Obj: confirms that someone is on list to receive back in stock updates for flash sales (not an actual update email)

Subject = You Made The List! 👍

Preheader = You'll Be Notified When Flash Sale Items Are Back In Stock

Top Imagery Header/Callouts = We Love a Good Flash Sale

Body Copy =

You're in, {{ contact.firstname }}!

It's official, you'll be the first to know when flash sale items are back in stock. Nice! You're literally signed up for success.

Bottom Imagery Header/Callouts = ???

Cold Email Series 1 Obj: meals save you time & energy + get 40% off

Subject Line: If You Could Eat Well And Save Time & Energy, Wouldn't You Do It?

Preheader: Snag 40% Off Your First Meal Order Of Yummy, Macro-Balanced Food

Image Header: Meal Prep Deliciously 40% OFF

It's Time. Read on...

I'm curious – have you hit your goals yet? Are you putting in the time, energy, and persistence it takes to live a healthy lifestyle? If not, it's okay, we've all been there. It's way too easy to skip the meal-prep and hit the drive-through. We've all let the veggies on the counter rot until we toss 'em just to do it all again next week. Am I right or am I right?

I'm not calling you out. Well, I am... but we're on the same team here. Proper nutrition is 75% of the health journey battle. And if you can eat well and SAVE time and energy, wouldn't you do it?

QuickFresh meal plans offer you an out. You get fresh, never frozen, nutritious, delicious, balanced (I could go on) meals delivered right to your door. Get 'em for the whole family and pretend you made it, I don't care, but I do care about your success in reaching those seemingly unattainable goals you set 5 (10) years ago.

Don't wait another 5 years, or even 5 days, to get started. Take 40% off your first order of meals with discount code: MEALPREP40. **It's time.**

[GET 40% OFF NOW]
(Expires October 31st)

[Graphics for balanced meals and low carb meals]

Cold Email Series 2 Obj: end the yo-yo diet + get 40% off

Subject Line: End The Dieting Yo-Yo Effect With 40% Off A Delicious, Sustainable Meal Plan

Preheader: Meals You Won't Get Bored Of That Score Big With Your Taste Buds! 😊

Image Header = Meals Packed With Flavor 40% OFF

Ah, the yo-yo dieting trend.

We've all done it. We do the latest popular crash diet and see results, return to our normal way of eating and the results are reversed, try another crash diet and see results again, and well, you get the picture. It's a roller coaster, and not the fun kind.

Being healthy isn't about finding the perfect diet for you. It's about *quitting* dieting and finding a healthy lifestyle you can (and want) to actually sustain and enjoy. Sounds like a dream, right?

With QuickFresh, you get that dream lifestyle. EVERYTHING is made easy. Choose your meals, get delivery to your door, and prepare for a blast of flavor you didn't know was possible in "health food." You'll never have to do the yo-yo roller coaster again, unless it's at a theme park, just try not to get sick.

Get after those health goals! Take 40% off your first order with code: MEALPREP40. This offer expires October 31st.

[GET 40% OFF NOW]

(Expires October 31st)

[Graphics for all new meals, all new macros, all new prices]

Cold Email Series 3 Obj: Food is fuel + get 40% off

Subject Line: Why Aren't Concepts Like "Unprocessed" & "Natural Ingredients" More Mainstream?

Preheader: QuickFresh: Your Personal Chef For Clean, Tasty Meals That Fill & Fuel

Image Header = Real Food, Real Delicious 40% OFF

Eat Well. Feel Well.

Have you ever eaten a really tasty meal just to feel sluggish, foggy, or sleepy after? From the beginning of time until now, one thing has remained constant – **food is fuel**. Food should make us feel clear-headed, energized, and happy, not foggy, tired, and ill.

But why do some foods taste REALLY good, but we don't feel good after eating them? You can thank preservatives, inflammatory oils, all sorts of unnecessary processing, and more for that confusing conundrum. These cop-outs make mass-produced food cheaper to crank out and distribute, but that *basic function* of food as fuel is lost.

QuickFresh keeps it simple, as it should be. Our food fills and fuels. And it tastes way scrumptious too. Leave the effort of healthy cooking to me. Well, not to me, but our team of nutritionists, dieticians, and professional chefs got you.

We'll keep you going, not knock you off your feet. This special offer only lasts until the end of the month! Take 40% off your first order with code: MEALPREP40.

[GET 40% OFF NOW]

(Expires October 31st, that's soon!!)

Cold Email Series 4 Obj: last day! Do it now! 40% off your first week!

Subject Line: Happy Halloween! Don't Be A Clown, Get 40% Off Next Week's Meals (Yes, That Was Cheesy)

Preheader: Last Chance! Set Yourself Up For Success With A Week Of Healthy Food

Image Header = Food Ghouls 40% OFF

THIS IS IT!

I've been warning you that this offer expires on October 31st and the day has come! Happy Halloween, btw. Dress up, enjoy your candy, appease the restless dead with sweets (that's how it works, right?), but also take a moment to think about next week. The excitement will be over, we'll be moving toward Thanksgiving and the rest of the holiday season. How do you want to feel going into all of that?

Do yourself a favor, try QuickFresh for a week. Just a week. They tend to fly by. It will be easy and oh-so worth it.

It's your last chance to claim this deal. Get a week of food with discount code: MEALPREP40.

[GET 40% OFF NOW]
(EXPIRES TODAY)

[Halloweeny graphics]

Win-Back Automation Email: New Year, New You Starts Now

Subject = The New Year Is Fast Approaching 🕒

Preheader = Recommit With BLANK Off

Header image copy = What Will You Do?

Body text = (see below)

2023 is around the corner, {{ contact.firstname }}!

Have you thought about your New Year goals? Better health is the #1 New Year's Resolution around the world. Commit to your goals by resubscribing to healthy weekly meals. Use discount code BLAH at checkout for BLAH BLAH.

Bottom Header = Curious about the menu?

Paragraph = Our entrées rotate weekly, with new goodies added all the time.

CTA = See Menu

Win-Back Automation Text Messages

160-320 characters in length

Text #1

We've missed you, {{ contact.firstname }}! Here at QuickFresh, we have brand new recipes you need to try! Take 40% off your next order of meals with discount code: NEWMENU40 at www.quickfresh.com

Text #2

It's time to crush your health goals, {{ contact.firstname }}! Take the first step toward positive change with your next order of meals at QuickFresh. Take 40% off with discount code: NEWMENU40 at www.quickfresh.com