

PORTFOLIO SAMPLE SET

Email & CRM Copy

Campaign, education, lifecycle and retention emails for consumer brands

These samples were written for two fictional consumer brands: Marloe, a specialty coffee subscription, and Vela, a performance apparel label. Inventing the brands means every piece can be shown in full, without the NDAs that cover my client work. Each sample covers a different CRM lane, from seasonal and promotional campaigns to product education, post-signup nurture and retention. A short craft note after each email explains the mechanics: what the subject line is doing, how the body earns the click, and why the structure is built the way it is.

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01 · SEASONAL CAMPAIGN EMAIL

The gift that gets them out of bed

Brief (self-set): holiday gifting push for a coffee subscription. Sell the gift as a solved problem rather than a product.

Audience: existing customers who already trust the brand. Fictional brand: Marloe.

SUBJECT	The only gift that shows up 12 times
PREVIEW	One gift. A year of very good mornings.
VARIANT A	Give mornings. (We'll handle the rest.)
VARIANT B	For the person who has everything except good coffee

Some gifts get opened once.

A Marloe gift subscription gets opened every month: a new roaster, a new origin, a new reason for them to think of you before they've had their first cup.

Choose three, six or twelve months. We ask a few questions about how they brew, then match every delivery to their taste. You get the credit. They get the coffee. Nobody gets another scented candle.

Order by 18 December and the first box arrives before Christmas, gift-wrapped, with a card in your words.

Give a year of good mornings

CRAFT NOTE

The subject sells frequency, which is the one thing a subscription has that no other gift does. The body then makes it a story about the recipient. "Nobody gets another scented candle" does the competitive positioning as a joke instead of a claim. The deadline line turns warmth into urgency without a countdown timer. Two subject variants are included for testing: one emotional, one aimed at the recipient.

02 · PROMOTIONAL CAMPAIGN EMAIL

A sale email that keeps its self-respect

Brief (self-set): mid-season 20% promotion for a performance apparel label. Premium brands discount badly when the copy grovels, so the job is to make the offer feel like access. Fictional brand: Vela.

SUBJECT	20% off. No asterisk.
PREVIEW	Everything you've been training in. Four days.
VARIANT A	The good stuff is in the sale this time
VARIANT B	Your size is in stock. That won't last.

We don't do this often, so we'll keep it simple.

20% off everything: the Studio tights you've been circling, the seamless layers, the kit that's never been in a sale before. No exclusions buried in the small print, no outlet leftovers. The full range, four days.

If there's something you've had your eye on since autumn, this is the window. Popular sizes went first last time, and we restock on our schedule, not the sale's.

[Shop the full range at 20% off](#)

CRAFT NOTE

"No asterisk" makes honesty the hook. It's a two-word answer to every sale email the reader has been burned by. The body spends its energy on what's included rather than the size of the discount, which is what separates a premium promotion from a clearance one. The scarcity is real and specific (sizes, restock policy), so it reads as information instead of pressure.

03 · CATEGORY EDUCATION EMAIL

Teaching customers to taste the difference

Brief (self-set): education piece for subscribers, mid-lifecycle. Deepen product engagement and reduce churn by making the customer better at the thing they bought. Fictional brand: Marloe.

SUBJECT Your coffee is 98% water. Sorry.
PREVIEW The cheapest upgrade you'll ever make.

The beans get the glory. The water does the work.

A cup of coffee is around 98% water, which means the water you brew with has more say in the final cup than almost anything else you can change. Hard tap water flattens the bright, fruity notes you're paying for. Over-softened water makes everything taste hollow.

The two-minute fix

You don't need lab kit. A simple filter jug gets most tap water into range. If you want to go one better, a bag of brew-water minerals costs about the price of two flat whites and lasts a month.

Try this week's roast. The Huila we sent has a blackcurrant note that only really shows up with softer water. Brew one cup as usual and one with filtered water, side by side. You'll taste where your money's been hiding.

[Read the full brewing guide](#)

CRAFT NOTE

Education emails churn-proof a subscription by raising the customer's competence. People don't cancel the thing they're getting better at. The subject earns the open with a surprising, verifiable fact and an apology that signals personality. The close turns the lesson into an action using this month's actual delivery, so a content email becomes a product email without selling anything.

04 · POST-SIGNUP NURTURE

Three-email welcome sequence

Brief (self-set): welcome flow for new Marloe subscribers. Day 0 confirms the decision, day 3 removes the main failure point, day 10 opens the upgrade path. Each email has one job.

EMAIL 1 · DAY 0: THE DECISION CONFIRMED

SUBJECT Good call. Here's what happens next.

PREVIEW Your first box ships Thursday.

You just made your mornings better.

Your first Marloe box ships Thursday. Inside: a roast matched to the answers you gave us, brewing notes, and the story of the farm it came from.

One thing worth doing today: tell us how you brew. It takes 30 seconds and it's the difference between coffee that's good and coffee that tastes like it was chosen for you. Because it will have been.

[Tell us how you brew \(30 seconds\)](#)

CRAFT NOTE

Day 0 has one job: make the buyer feel clever, then capture the single data point that personalises everything downstream. One CTA, no navigation, no social links.

EMAIL 2 · DAY 3: REMOVE THE FAILURE POINT

SUBJECT Don't ruin it in the last 30 seconds
PREVIEW The one mistake that undoes a great roast.

Your box is on its way. A word before it lands.

Most good coffee is ruined at the very end, with water straight off the boil scorching everything the roaster spent two weeks getting right. Give the kettle 30 seconds off the boil before you pour. That's it. That's the whole trick.

There's a two-minute guide for your exact brew method below: grind, ratio, timing. Skim it once and your first cup will taste like the reason you signed up.

[Get your two-minute brew guide](#)

CRAFT NOTE

Day 3 pre-empts the moment most subscriptions die: a disappointing first use that the product didn't cause. Fixing a failure the customer would have blamed on the coffee protects the first delivery, which is the biggest churn point in any subscription.

EMAIL 3 · DAY 10: OPEN THE UPGRADE PATH

SUBJECT How was the Huila?
PREVIEW Rate it in one tap. Your next box is listening.

Your next box is being chosen right now.

Tap a rating below and we'll factor it in: more of what you loved, none of what you didn't. This is how Marloe gets better every month. You tell us, we adjust.

And if the first box disappeared faster than expected, you're not alone. You can add a second bag or step up to the 500g plan any time. Most people do it around now.

[Rate your first box in one tap](#)

CRAFT NOTE

Day 10 asks for the review while the experience is fresh, feeds the personalisation engine, and slips the upsell in behind social proof: "most people do it around now" invites the reader to join the majority.

05 · RETENTION & AD HOC CRM

The win-back and the workhorse

Brief (self-set): two shorter formats from the ad hoc CRM workload, a 60-day win-back and a back-in-stock trigger.

Fictional brand: Vela.

WIN-BACK · 60 DAYS LAPSED

SUBJECT We're not going to pretend you didn't leave

PREVIEW No guilt trip. One good reason to look again.

You stopped ordering. Fair enough.

Maybe the kit outlasted the training phase. Maybe something didn't fit the way it should have. Either way, no guilt trip and no "we miss you." Just this: the range you knew has been rebuilt since you left, and the three pieces people come back for are all in stock in your size.

Here's 15% to make the second look worth it. It's good for two weeks, and then we'll leave you be.

[See what's changed](#)

CRAFT NOTE

Win-backs fail when they beg. Naming the lapse plainly earns back enough credibility for the offer to land, and "then we'll leave you be" is both a genuine exit promise and the strongest urgency line in the email.

BACK-IN-STOCK TRIGGER

SUBJECT It's back. You have maybe a day.

PREVIEW The Studio tights, restocked in your size.

The Studio tights you asked about are back in stock in your size. Restocks have been selling through in about 24 hours, so this is less a newsletter, more a heads-up. Your size, your colour, one tap below.

[Get yours before they go again](#)

CRAFT NOTE

Triggered CRM copy should read like a favour. "Less a newsletter, more a heads-up" tells the reader this email exists because of something they did. A few lines, one CTA, and real scarcity stated as fact.

HOW I WORK FROM A BRIEF

Fast drafts, on brand, no drama

Everything in this set was written the way in-house and agency CRM work actually runs: a tight brief in, a clean first draft back the same session, laid out for the reviewer (subject variants, preview text, body, CTA) so approval is a quick read-through.

BRIEF FIRST, ALWAYS

The strategy is yours; my job is to hit the message hierarchy, the tone guardrails and the word count first time. If a brief leaves a genuine gap, I ask questions up front rather than guessing and losing a round of amends.

VOICE IS A DISCIPLINE

I've spent fifteen years writing in other people's voices: brands, founders, institutions. The two sample brands have deliberately distinct registers, warm and wry for Marloe, clipped and confident for Vela. Your brand's tone of voice would get the same treatment.

STRUCTURED FOR TESTING

Subject lines come in variants, with a note on what each one is testing. Every copy decision can be explained: if a line is doing a job, I can tell you what the job is.

TURNAROUND

Short-form email drafts usually come back within one to two hours of a brief during working hours.