

Mary-Josee Barrelet

[Street Address, City, ST ZIP Code]

[Telephone] [Email]

Subject Line: 5 Good Reasons Why You Need the NEW Kobalt 40V String Trimmer today...

Dear Landscape contractor,

Are you fed up with your noisy high maintenance gas trimmer? Having to walk back to your truck to refill is a pain. And you need to use the right gas mixture.

You are losing precious time ... and clients!

Imagine if you could trim using a powerful string trimmer without any downtime or costly mix. Along with NO gas to mix, NO pull chords, and LESS noise. If you have trouble starting trimmers this is a breeze. This cordless string trimmer has little vibration and no bulky motor. And no gas fumes!

Introducing the new Kobalt 40-Volt Max 12-in Straight Cordless String Trimmer and Edger.

(Picture Here)

Easy to assemble in 5 minutes, it also has:

1. Long lasting 40-volt max Li-ion battery with 1-hour recharge time and charger - Ideal for your weed cutting needs on a ½ acre lot.
2. Variable speed trigger allows you to control speed and power - Save string in thin areas.
3. Dual .065-in auto feed line - Easy trimmer-line release with pushbutton so NO more bumping.
4. Straight shaft and wrap around handle - Provides easy edging saving you of back pain even if you are tall.
5. Edger capable, allowing you to transfer trimmer to edger with ease - Turn it around and use it.

"I have been in the landscaping business for the past 14 years. I have used nothing but 2 cycle Commercial Grade Trimmers. This trimmer keeps right up with them and does one heck of a job. The battery will save me a ton on mix this season." sohiobrewer.

Concentrate on your clients, not your tools. Get the new Kobalt 40V Cordless String Trimmer at **25% off** its regular price until September 17, 2016.

Yes, I want to order today my Kobalt String Trimmer at 25% off regular price and enjoy FREE shipping!

(This copy was created during the AWA! "Web Copywriting 2.0" Professional Development Program.)

(Audience research: B2B sales letter, men 30-50, landscape entrepreneurs)