

SUBJECT: Win a NAME OF PRIZE

Hi NAME,

Would you like to win NAME OF PRIZE?

It's easy to do.

To celebrate Easter, all you need to do is tell us in 25 words or less why you'd love to win LIST PRIZE.

But make sure you're quick, because this offer expires on INSERT DATE.

Here's the link to submit your entry:

INSERT LINK HERE

Warmly,

YOUR NAME

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Then send your readers to a page like this...

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Win NAME OF PRIZE

To celebrate Easter, tell us in 25 words or less why you'd love to win LIST PRIZE...

And go in the draw to win one for yourself.

Name:

Phone:

Email:

Phone:

Why you want to win:

Do you give permission for us to use your comments in our marketing material? Yes / No.

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Note: if you feature the answers on a blog, this also builds up social proof about your product or service.