

SAMPLE EMAILS

EMAIL 1: GENERAL AUDIENCE

SUBJECT: Up for something totally unexpected?

PREVIEW TEXT: Try charter fishing! It's the best time you've never had.

[HEADER IMAGE]

HEADLINE: Catch memories that last a lifetime.

COPY: Whether you're looking to try something totally new or level up your fishing skills, booking a Great Lakes charter fishing trip is a great way to plan your next adventure!

HEADLINE: Not sure what to expect on your first charter fishing trip?

COPY: Get ready for an epic day of fun on the water! Experienced captains handle all the details for you — from providing the gear to baiting the hook to taking your catch off the line.

All you have to do is show up — you'll have fun!

HEADLINE: Minimal prep for maximum excitement.

COPY: Once your trip is booked, just show up — no experience or equipment required.

Recommended things to bring include:

- MI fishing license (required)
- Sunglasses
- Sunscreen
- Weather-appropriate clothing
- Drinking water

HEADLINE: Try charter fishing!

CTA BUTTON: Book your trip today!

EMAIL 2: FAMILY FOCUSED

SUBJECT: Up for an unexpected adventure with your family?

PREVIEW TEXT: Try charter fishing and catch epic memories that last a lifetime!

[HEADER IMAGE]

HEADLINE: Looking for something new to do with your family this summer?

COPY: Try Great Lakes charter fishing for epic summer fun — with little hassle on your end. Get ready for a fun, exciting day on the water with experienced captains and quality equipment.

Your captain will handle the details for you — from providing the gear to baiting the hook to taking your catch off the line. It'll be a day on the water you'll never forget!

HEADLINE: Just show up and you'll have fun!

COPY: Michigan has hundreds of charter fishing businesses throughout the state ready to head out on the water with your family. It's the best time you've never had!

HEADLINE: Minimal prep for maximum excitement.

COPY: Once your trip is booked, just show up — no experience or equipment required.

Recommended things to bring include:

- MI fishing license (required)
- Sunglasses
- Sunscreen
- Weather-appropriate clothing
- Drinking water

HEADLINE: Plan your next family adventure!

CTA BUTTON: Book your trip today!

