

**EBLAST**

**JOB NUMBER: 16-ICP-0038**

**DATE: 7/6/16**

Day & Night Product Excellence:

Version 1:

SUBJECT LINE: **Get consistent winter comfort**

HEADLINE: **Stay Cozy Around The Clock**

Winter calls for consistent comfort, and that’s exactly what Day & Night® heating systems deliver. You get round-the-clock comfort that’s consistently reliable whether it’s midnight or noon. Plus you can add the Observer® communicating control with Wi-Fi® capability that lets you remotely adjust your home comfort settings.

Call (555) 123-4567 or find us online at ABCHVAC.com.

*Wi-Fi® is a registered trademark of the Wi-Fi Alliance Corporation.*

Version 2:

SUBJECT LINE: **Enjoy constant comfort all winter long**

HEADLINE: **Designed For Round-The-Clock Comfort**

Winter calls for consistent comfort, and that’s exactly what Day & Night® heating systems deliver. You get round-the-clock comfort that’s consistently reliable whether it’s midnight or noon. Plus you can add the Observer® communicating control with Wi-Fi® capability that lets you remotely adjust your home comfort settings.

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Day & Night Dealer Quality:

Version 1:

SUBJECT LINE: **We’re the experts in 24-hour comfort**

HEADLINE: **We Promise Round-The-Clock Comfort**

As your Day & Night® dealer, [Dealer name] understands that winter calls for constant comfort. Our goal is to keep you consistently cozy, and a fall tune-up can often prevent an emergency call in the middle of winter. You deserve to stay toasty, whatever the hour. Make [Dealer name] the name to remember when you need round-the-clock comfort.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Version 2:

SUBJECT LINE: [Dealer name] **delivers constant comfort**

HEADLINE: **Count On Us For Constant Comfort**

As your Day & Night® dealer, [Dealer name] understands that winter calls for constant comfort. Our goal is to keep you consistently cozy, and a fall tune-up can often prevent an emergency call in the middle of winter. You deserve to stay toasty, whatever the hour. Make [Dealer name] the name to remember when you need round-the-clock comfort.

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Day & Night Service:

Version 1:

SUBJECT LINE: **Get a fall heating system tune-up for constant comfort**

HEADLINE: **Plan Ahead For Round-The-Clock Comfort**

Why should you be occasionally cozy when you could be *constantly* comfortable? [Dealer name], your trained Day & Night® dealer, can perform a timely fall tune-up to help you get 24-hour comfort, and it could even help lower your winter heating bills. Call us today to get the continuous comfort you deserve.

Call (555) 123-4567 or find us online at ABCHVAC.com.

Version 2:

SUBJECT LINE: **For 24-hour comfort, get a fall heating system tune-up**

HEADLINE: **The Smart Way To Get Constant Comfort**

Why should you be occasionally cozy when you could be *constantly* comfortable? [Dealer name], your trained Day & Night® dealer, can perform a timely fall tune-up to help you get 24-hour comfort, and it could even help lower your winter heating bills. Call us today to get the continuous comfort you deserve.

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