**Subject Line:** A special discount is waiting for you inside

**Body:**

Hi [Name]

Thank you so much for being a customer of [your company name].

It’s because of people like you we have been able to be in business for such a long time. To thank you, we have created a discount coupon especially for you.

Use the code [unique code number] to get a discount of [add a discount percentage or amount] from any product in our store [insert link to your online shop].

But hurry! The offer is only available for the first [add number or time limit] people who make the purchase.

Thank you,

[Your signature]