

SUBJECT LINE | MESSAGE BODY | CTA

The scenario involved completing three unfinished emails for the fictional Feels Like Home shop. A subject line, message body, and call to action were added to the welcome, newsletter, and promotional emails respectively. Each addition was written to match the intended tone, purpose, and style of the original content.

SUBJECT LINE CREATED:

Feels Like Home welcome email

From: Feels Like Home
To: <customer list>
Subject: Your 10% welcome gift is here!



We're glad you're here. You can now access exclusive deals, style tips, and consultations with interior design experts. Get cozy, because we think you'll want to stick around for a while.

Enjoy 10% off your first order

with code: **WELCOME10**

Shop our collections

MESSAGE BODY CREATED:

For All product launch newsletter

From: Feels Like Home
To: <customer list>
Subject: Introducing the *For All* collection



Transform your home for less

→ Discover *For All*—our newest collection that brings classic, luxurious design within your reach. Each piece showcases the signature style and craftsmanship Feels Like Home is known for, now at a more affordable price. Whether you're refreshing a single room or redesigning your entire space, you'll find timeless furniture that feels like it was made just for you. Enjoy beauty, comfort, and quality—without compromise.



[Explore For All](#)

Find out what people are saying about *For All* with reviews from [Homes in Style](#) magazine and the [Everyday Design](#) podcast.

Ready to start designing?

[Book a design consultation](#) [Claim your free fabric swatch](#)

CALL TO ACTION CREATED:

Promotional email

From: Feels Like Home
To: <customer list>
Subject: You've got great taste!



Still thinking it over?

We think these space-saving shelves would look great in your home. But if you're still not sure, we're here to help. [Book a consultation](#) with one of our design experts now.



And remember—you can still get **10% off your first order**
with code **WELCOME10**

Shop & Save Now

We've picked out a few more pieces we think you'll love. Check them out:

