

# 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!*

Feels like  
Home



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:

