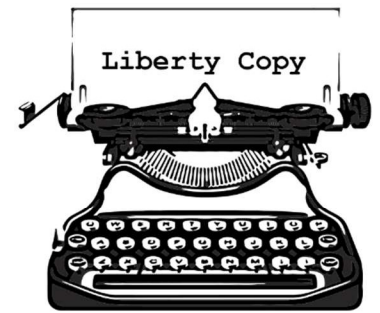


client: Precision Installations, LLC
Office Design and Installations

project: Lead generation email

objective: Prospect signs up and downloads
free guide



copy closeup

Subject Line: Download Your Guide - Avoid 15 Common Office Design Mistakes

Preview Text: Sidestepping expensive design blunders will boost productivity – and make you invaluable.

Don't start your office design project until you've read this guide!

Your office is the heartbeat of your business. It should be aesthetically pleasing while also functional. It must inspire confidence in your clients, while also providing a productive workspace for your employees.

Whether you are furnishing a brand-new office, making a move to a new space, or redesigning your existing space, you need to make sure you execute the project on-time, on-budget, and with the least disruption to your business as possible.

Download this newly updated guide, "[Avoid the 15 Most Common Office Design Mistakes](#)" before you start planning your design and installation, so your project will run like clockwork, and the results will wow both your clients and your employees.

Our report shows you how to:

- Easily accommodate today's technology needs wherever they're needed in your space (**Updated**)
- Minimize productivity-killing noise distraction with proper acoustic design (**Updated**)
- Avoid traffic disruptions through work areas with properly placed pathways to commonly used areas like conference rooms and employee break rooms
- Enable efficient communication and collaboration between employees
- Make sure there are no unusable or "dead" spaces in your valuable square footage – space you're paying for each and every month
- and much more...

Plus, when you download our free guide, you'll get a coupon for 50% off a customized design schematic for your space.

Yes! Send me my Free Design Guide now.

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Get email opened with practical guide and reader's desire to avoid pain

Headline entices - reader won't want to miss this help with their project.

Prospect focused lead shows thorough understanding of the prospect's concerns and needs.

First call to action with easy link

Preview of information included further motivates prospect to sign up for full report.

Bullets again increase credibility by communicating a good understanding of the prospect's office needs.

Bonus offer – 50% discount

Second, and energetic, call to action.