

**Client:** TRICON, INC. (fictional)

**Project:** Website Sales Page

**Objective:** To write a web page that describes their line of Commercial-Grade Walk-in Freezer to restaurants.

## COPY EXCERPT

### **Discover the One Thing You Should Have in Your Kitchen to Increase Your Profit Margin**

Profit = Easy living. Have you ever heard of a restaurant being a second home?

Well, let's face it. You are the proud owner of a restaurant, but you spend more time there than in your own home. Shouldn't you have all the comforts of home in the place where you spend most of your time?

The TRICON Commercial-Grade Walk-In Freezer is an innovative way of taking care of, and preserving your food. *Food spoilage* will be a thing of the past.

#### **More Money in Your Pocket**

The TRICON Freezer is a modular designed unit conceived with your current and future restaurant needs in mind. This is not a one size fits all freezer. The particular needs of your restaurant are considered. You can expand at your own pace—as you grow and see fit. Not only can you add different components, but it is easy to install. This means saving money on parts and saving you money on the installation costs. Overall your savings mean increased income.

#### **Ways to Keep Money in Your Pocket**

Who else doesn't want to see their electric bills reduced? This is what you'll get with the TRICON Walk-In Freezer.

Although the TRICON Freezer is more expensive than other comparable walk-in freezers, it uses less electricity. In fact it can save you 10% to 20% off of your electric bill. That means you will not only offset the difference in price compared to competitive products, but you'll also increase your profit margin in the long run. Therefore you'll have more disposable income and provide better things to your family. They'll appreciate you more.

## **Spoiled Food is the Last Thing You Want to Hear**

Imagine the nightmare it will be, if there'll be a power outage for a couple of days. Food thrown away. It would be like money from your wallet thrown away.

There is a very interesting feature about the TRICON Freezer, it has a battery backup system. In case of a power failure, your freezer will retain 85% of the original temperature for 72 hours. That means you'll be able to significantly reduce food spoilage by keeping your food fresh. And you will not only be in compliance with health and safety regulations, but you won't waste any money. You're going to have peace of mind in spite of a blackout and will be able to provide your customers with their wants.

## **Our Warranty Beats the Competition by 2 Years**

The TRICON Freezer comes with a 7 year warranty which is a full 24 months longer than the competitor products. That means not only for you, greater savings, but you can rest easy in the knowledge that the needs of your freezer will be taken care of.

## **Order Now and Save More**

We are running a limited time special. You **get 30% off** the regular installed price for orders placed before the end of the month.

Follow *the simple online steps below* and our award-winning customer service is ready to **help you**.