

Subject: Your Engagement Ring Playbook

Hi (first name)

It's (client name), back with another tip for buying the engagement ring that will score big points with your sweetheart.

If you're a football fan, you've probably seen this scenario many times. The quarterback throws a pass to the spot where he thinks his receiver was supposed to be. But the receiver runs a different route, and the ball is snatched by a defensive back, who sprints like a gazelle into the end zone.

I saw this happen while watching a Seattle Seahawks game recently. Did these guys look at their playbook? I wondered.

To be a winner, a team has to have a playbook, a road map to show them what plays to use and how to execute them. They need a good coach who knows how to teach them the plays and make sure his players are on the same page. Everyone must work together as a team if they hope to win the championship.

Kind of like buying the perfect engagement ring...

Your playbook is the engagement ring guide you downloaded when you joined our email list. It's loaded with tips and expert advice to guide you to the perfect ring.

But you need more than just a playbook to be a winner in her eyes. You want to know what she really wants. Does she like gold or platinum? Is she a custom kind of girl?

If you make a purchase on just a wing and a prayer, you'll be like the quarterback who gets his pass picked off. If you shop for the ring together, you have to keep your eyes and ears open to what she sees and tells you about her preferences. In other words, work as a team.

Good coaching is important, too, someone who will give you sound, honest advice that won't empty your wallet. I've been in the jewelry business for years, and have coached many couples to the purchase that makes them feel like they just won the Gray Cup. Not by forcing them to choose from our stock, but by taking the time to know them personally and help them find what they really want.

I'd love to do that for you, too. Feel free to call our store at (phone) come in, and set up your very own private diamond tour. Together, we'll find the ring that will help you score a touchdown with her for the rest of your life. (wink)

Sincerely,

(client name)

P.S. Keep an eye on your inbox. In my next email, I'll tell you why you may know more than you think about what your fiance wants in a ring.