

## COPYWRITING EXAMPLES

### *Promo Copy...*

#### PROMO COPY POINTS FOR EVERY BREAK

Client Name: Brickyard Building Materials

Name of Promo: Third Annual Hardscape Expo

Dates of event: Sat, June 7<sup>th</sup> 2008 (Indicate TODAY instead of actual date)

Times of event: 7:30a-4:00p (Breaks will run 8-10am. Indicate the fun started at 7:30 and will be going on till 4pm today.)

Address: Easy access right off Highway 80 on Midway Road between Dixon and Highway 505

THE HARDSCAPE EXPO IS FUN, INFORMATIVE AND IT'S FREE!

#### **Copy Points: Break One**

ONE DAY A YEAR, BRICKYARD BUILDING MATERIALS INVITES THE COMMUNITY TO THEIR VACAVILLE DISPLAY GARDEN TO GATHER IDEAS AND EXPERIENCE THE BEAUTY OF HARDSCAPE, SOFTSCAPE, LANDSCAPE AND WATERSCAPES

PARTICIPATE IN A WIDE VARIETY OF FREE HOW TO CLINICS ALL DAY LONG. LEARN HOW TO BUILD FIREMAGIC BBQ'S, SET STONE, SEAL AND PROTECT YOUR PAVERS, STAIN CONCRETE AND MORE. IT'S FREE, IT'S FUN, AND IT'S INFORMATIVE.

ONE HOMEOWNER WILL WIN A TOP OF THE LINE DESIGNER FIREMAGIC BBQ TODAY COMPLIMENTS OF BRICKYARD BUILDING MATERIALS, FIREMAGIC, AND KUIC 95.3 FM. HURRY DOWN – YOU HAVE UNTIL TEN AM TODAY TO ENTER TO WIN! (YOUR CALL ON HOW TO BUILD UP THE FACT THE PRIZE FULFILLMENT WILL START AT 11:30AM)

#### **Copy Points: Break Two**

TOUR THE ELABORATE DISPLAY GARDENS FEATURING THE NEWEST INTERLOCKING PAVERS, RETAINING WALLS, WATER FEATURES, FIREMAGIC BBQ'S AND MORE.

RE-VITALIZE YOUR YARD AND ENHANCE YOUR LIVING ENVIROMENT WITH ALL THE LATEST TIPS FROM THE PROS LIKE, BASALITE AND KEYSTONE. BASALITE AND KEYSTONE WILL BE TEACHING A FREE HOW-TO-CLINIC TODAY AT ELEVEN. LEARN HOW-TO BUILD WALKWAYS, PATIOS, GARDEN WALLS, RETAINING WALLS, AND MORE... IT'S FREE, IT'S FUN, AND IT'S INFORMATIVE.

ONE HOMEOWNER WILL WIN A TOP OF THE LINE DESIGNER FIREMAGIC BBQ TODAY COMPLIMENTS OF BRICKYARD BUILDING MATERIALS, FIREMAGIC, AND KUIC 95.3 FM. HURRY DOWN – YOU HAVE UNTIL TEN AM TODAY TO ENTER TO WIN! (YOUR CALL ON HOW TO BUILD UP THE FACT THE PRIZE FULFILLMENT WILL START AT 11:30AM)

#### **Copy Points: Break Three**

VISIT THE NEW AQUATIC DISPLAY AREA. DISCOVER HOW TO CREATE FABULOUS WATER GARDENS AT ONE OF OUR COMPLIMENTARY SEMINARS THIS AFTERNOON AT 1PM. IT'S FREE, IT'S FUN, AND IT'S INFORMATIVE.

HUGE SAVINGS;

10% OFF HARDSCAPE AND MASONRY PRODUCTS.

15% OFF BRICK AND STONE PRODUCTS

20% OFF POND SUPPLIES, HARDSCAPE TOOLS AND ACCESSORIES.

HOURLY DRAWINGS FOR FABULOUS PRIZES INCLUDING GIFT CERTIFICATES, TOOLS, TREES FROM THE NURSERY, IPODS, HARDSCAPE ACCESSORIES AND MORE!

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**Copy Points: Break Four**

DOZENS OF EXPERTS WILL BE PARTICIPATING IN THIS YEAR'S HARDSCAPE EXPO INCLUDING LANDSCAPE & MASONRY CONTRACTORS, TOOLS AND HARDSCAPE SUPPLIERS AND STYLISH OUTDOOR STATUARIES, FOUNTAINS & POTTERY

BRING THE KIDS...SPECIAL ACTIVITIES INCLUDING A MISTING TENT, FACE PAINTING AND BOUNCE HOUSE.

DON'T WORRY IF YOU'RE HUNGRY. LIZA'S (like Liza Minnelli)GOLDEN GOURMET WILL BE GRILLING UP TASTY PORK SANDWICHES, CHICKEN SALAD, AND DELICIOUS POLISH LINKS!

ONE HOMEOWNER WILL WIN A TOP OF THE LINE DESIGNER FIREMAGIC BBQ TODAY COMPLIMENTS OF BRICKYARD BUILDING MATERIALS, FIREMAGIC, AND KUIC 95.3 FM. HURRY DOWN

**Copy Points: Break Five**

ONE DAY A YEAR, BRICKYARD BUILDING MATERIALS INVITES THE COMMUNITY TO THEIR VACAVILLE DISPLAY GARDEN TO GATHER IDEAS AND EXPERIENCE THE BEAUTY OF HARDSCAPE, SOFTSCAPE, LANDSCAPE AND WATERSCAPES. VISIT THE AQUATIC DISPLAY GARDEN FOR TONS OF GREAT IDEAS ON HOW TO MAKE YOUR WATER GARDEN A PEACEFUL OUTDOOR SANCTUARY. ATTEND A FREE HOW TO CLINIC AT ONE OCLOCK AND LEARN HOW TO CLEAN AND TREAT YOUR WATER GARDEN. SAVE TENTY PERCENT ON ALL MATERIAL AND POND SUPPLIES TODAY!

COME BY NOW – IT IS ALMOST TIME TO SELECT ONE HOMEOWNER TO WIN A FABULOUS FIREMAGIC DESIGNER BBQ COMPLIMENTS OF BRICKYARD BUILDING MATERIALS, FIREMAGIC, AND KUIC 95.3 FM.

**Copy Points: Break Six - DJs Choice**

The usual wrap-up – Thank the sponsors (Brickyard Building Materials & FireMagic) for a great event. Congratulate the BBQ winner. "DON'T WORRY, IF YOU MISSED THIS YEARS EVENT, BE SURE TO CHECK OUT BRICKYARD BUILDING MATERIALS WEBSITE AT [WWW.THEBRICKYARD.COM](http://WWW.THEBRICKYARD.COM) FOR OTHER GREAT EVENTS. THEY ARE OPEN SIX DAYS A WEEK AND THE DISPLAY GARDENS ARE ALWAYS HERE AS WELL AS A STAFF OF EXPERTS."