

Sample Email – Boxes

Subject: The BEST part of the gift...

Hi there <first name>, Chris here from Boxes First* with a funny story a friend of mine was just telling me...

It was Christmas time, and she had gotten her 3-year-old nephew a fancy toy truck. She wrapped it up in a big cardboard box, with Christmas paper and a big red bow.

Come Christmas morning, her nephew opens it up, looks at the truck and sets it aside....

Then he takes the box, turns it on its side and crawls into it. The box was about 2-foot square, so it was plenty big for a 3-year-old.

He spent the rest of the day playing with that box. Forgot all about the fancy truck, not to mention all of his other new toys.

You know how kids are...

It was a race car, with a pretend steering wheel.

An airplane, with the side flaps out for wings.

A rocket ship, blasting off for the moon.

A couple of weeks later, the box was well worn, covered in crayon markings for doors, windows, it even had an anchor drawn on one side....

And it was being held together with **a lot** of duct tape.

The fancy toy truck, on the other hand, was still in its original wrappings, untouched since it was abandoned Christmas morning!

This goes to show that the box is sometimes more useful than the gift inside!

This got me thinking...

What if the box was a compliment TO the gift inside?

Not just designed for safe transportation of the contents, but to be a *special* bonus to the recipient after it arrives.

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Like being as useful to your customer as that box was to my friend's nephew?

[<link to website>](#)

Your product is special.

Your customers are special.

Shouldn't your packaging be designed specifically for both?

At Boxes First, we make custom designed packaging for your products, while keeping your customers' needs in mind.

How does that work?

Simple...

By designing the box around your product *and* your customers' needs, they end up with a useful *free gift* that compliments your product.

So not only does it keep your products safe during shipment, but the beautiful box, can be kept and used, *even treasured* by your customers for years to come....no duct tape required.

[<link to website>](#)

Let us know if you'd like to see what kind of treasured gift box your customers could receive along with your products.

Chris

P.S. With the holiday season approaching quickly, you'd better hurry to get your custom boxes ordered before the holiday rush.

And remember, even kids know that sometimes the most useful part of the gift is the box it comes in!

[<link to website>](#)

*Boxes First is a fictional company. This is a sample email to demonstrate the kind of quality writing you can expect to receive when you work with us. Contact us to get started with your own email campaign. <https://bettywyssocki.com/contact/>