

## Email - Evernote

Target Audience: millennials / generation X / students

Purpose: taking notes / staying organized / securing personal & business workload

Product: Evernote Premium

<Subject Line>

You're missing out... Evernote Premium has more to offer.

<Body Copy>

**Take Evernote Premium everywhere. Use every feature.**

You have a huge school project due in the coming weeks. And I mean HUGE!

The whole process is stressful. It counts for much of your midterm grade. Yikes!

I'm sure you're sitting at your desk, typing away at your computer, using Evernote Premium to save online articles and take notes.

But are you using all of the features Evernote Premium has to offer?

We want to make sure you enjoy Evernote Premium and receive your money's worth from our product.

Here are just a few features that can help you on your upcoming project:

1. *App for on-the-go usage.* By putting the Evernote app on your smart devices, you can sync your notes, saved documents, and articles so you can access them at any moment when the time's right.

2. *Scan anything from your smart device.* By having Evernote Premium on your smart device, you have the capability to scan business cards and important documents for easy access. No more losing business cards and having to find a filing cabinet for your documents.
3. *PDF and Document Search.* Evernote Premium has a powerful search feature. You can search for any phrase in any document you have and Evernote Premium will automatically show you where it is in your Evernote library.

Evernote Premium is not only a note-taking application but a fully functional organizational tool that will make your life easier.

For more information, **click on [evernote.com/blog](http://evernote.com/blog)**

Sincerely,

Jasper O'Neil  
Evernote

Sample piece. I was not hired by Evernote to write this, but it illustrates the excellent results I can deliver for you.