

Sample Copy I wrote for email campaign for a bridal event company.

Subject: Where to start?

You're engaged. You're excited. But where to begin?

A great question to start with is "***How many guests do I want invite?***"

The answer to this question determines the answer to other important questions in planning your wedding.

Questions like:

Where should we get married?

Getting a grip on whether you want a huge party or an intimate soirée determines the size of the venue you will need. (We say a rule of thumb is to allow 25-30 square feet per guest.)

And

How much should we spend?

A large percentage of your wedding expenses go to wining and dining your guests. Each name on the list adds \$\$ to your bottom line. Easiest way to trim that budget is to cut that guest list.

More important than all of that is that you are surrounded by your most treasured ones on your big day. Whose face will bring you a sense of calm as you walk down the aisle? Whose moves on the dance floor will bring joy to your heart? Whose presence is sure to make you belly laugh? You can't put a price on that.

Another great place to start?

Bridal Ball's Winter Experience
It's almost here. You are invited.

We go all out for the Winter Experience, it's our premiere event. Mix and mingle with Atlanta's leading wedding vendors in a relaxed and fun atmosphere. Honeymoon giveaways, prizes, delicious food, and more!

Don't miss it! Get your tickets here!

