

Sample Content & Copies

Influence Your Audience With Top-Notch Content For
Your Website, Blog, Lead Magnets & Other Collateral

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Sample Sales Copy

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It's Time To Get Noticed

- give your skin the deep, lasting moisture and glow it has lost over the years
- soothe and soften inflamed skin, cracked heels and hands
- get rid of stretch marks, eczema, chapped lips, sunburns, wind burns once and for all
- see your baby smile again with no diaper rashes and other skin ailments

Crunchy Balm is a healing, whole-skin, tallow balm which is

- 1) full of vitamins and minerals that feed your skin and help repair it, making it soft and supple.
- 2) free of petroleum based ingredients, artificial colors, ingredients or fragrances, chemicals and GMO's

Obviously, our main ingredient is tallow. But not just any tallow. Our tallow comes only from grass-fed cows pastured on organically grown

grass, resulting in a product rich in nutrients and free of pesticides and other toxins.

Once you start applying the Crunchy Balm, we promise your hands and feet won't remain the scaly things they used to be. And you won't believe how fast rashes and sore bums clear up with a swipe of this balm.

Don't let the dry winter weather take its toll on your delicate sensitive skin. Crunchy balm is safe, natural and effective for the whole family.

[Place An Order Now](#)

Why Do We Use Tallow?

Our ancestors were way smarter than we give them credit for. Do you know that they frequently used tallow to moisturize and protect their skin?

Yet somewhere along the way we were led to believe that plant-based products were superior, although their chemistry does not match our skin well.

The Best Match For Your Skin

The cell membranes that make up our skin consist primarily of fatty acids. Tallow is a rare ingredient that has a fatty acid profile most similar to the skin.

So when applied to the skin, this results in thorough absorption of the tallow balm. The essential vitamins, minerals and fatty acids in tallow get fully assimilated into your skin, truly feeding it. Only a small amount of tallow is needed at a time as a little goes a long way.

Enriched With Essential Nutrients

Though plant based oils and butters can be wonderful, animal products (like tallow) offer your skin a unique set of nutrients.

These include vitamins A,D, E, and K in perfect harmony with their activators along with anti-inflammatory CLA, the very nutrients your skin has been most likely missing out on!

Clean up your personal care routine and try our incredibly PURE and nourishing tallow-based balms.

[Place An Order Now](#)

Sample Lead Generation Copy

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Instant, Switchable Privacy For Your Home

V Privacy is smart glass technology that serves as an aesthetically pleasing, eco-friendly electronic blind or privacy screen, offering instant visual privacy at the touch of a button.

- Not Only Ensures Privacy & Security, But Also Reduces Heat & Saves Energy
- Say Goodbye To Messy Spray Paints, Glass Films & Etching Creams
- Designed For Windows, Doors, Walls, Partitions (Residential Or Commercial)

Smart glass allows home or business owners transparency when they want it and privacy when they don't. It can also be activated according to pre-set rules.

V Privacy Vs The Alternatives

Spray/Etching Cream	V Privacy Glass	Frosted Window Film
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<ul style="list-style-type: none"> • Takes time to apply & dry • Can't be removed easily • Risk of not getting the desired opacity if applied wrong • Requires a bit of know how for setup and upkeep 	<ul style="list-style-type: none"> • Instant privacy once installed • Can be turned off with a click • Assurance of getting your desired privacy level each and every time • Hassle-free solution with nothing to worry about 	<ul style="list-style-type: none"> • Takes time to apply • Can't be removed easily • Hard to get the application precisely right the first time • Requires a bit of know-how for setup and upkeep
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Let's Make Your Home Even Smarter

Say 'good-bye' to peeping toms, nasty glare and wasteful heat gain and say 'hello' to instant privacy and energy savings with breakthrough 'smart glass' technology.

[Get A Free Quote](#)

Your Questions Answered

Will this also block heat of the sun?

Yes. It blocks 99.5% of harmful UV rays, along with the scorching heat.

Can this be used on a shower window?

Yes. The glass is water-proof and only low voltage electricity is used to power the window.

Will this be ok if it gets wet?

Absolutely. The electric film is carefully sandwiched between two pieces of glass by trained professionals. So it's not affected by water.

Does it come in different colors?

Yes. View the spec sheet for more details on color options.

Get Your Free Quote For A State Of The Art Privacy Solution

Take the first step towards cutting edge and energy efficient smart glass solutions for your home and office.

[Get A Free Quote](#)

Sample Customer Welcome Email

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Thank you for signing up with [Product] and making it this far. Whether you looked us up online and downloaded the app out of curiosity, or one of your friends persuaded you to sign up with us, we're really glad that you did.

And for good reason. When you or a loved one is suffering from an ailment, the last thing you'd like to do is go out to get medicines. That's why there's no better way to make life easier and stress-free than the [Product].

No matter where you are, you can now order medicines online from your local chemist and get them delivered at home.

How To Get Started?

We have made it really easy for you to get started fast. All you need is an invitation from your chemist.

Contact your trusted chemist today and ask for an exclusive sms invite. You'll receive a message with the invitation link and a chemist registration code.



Once you have the registration code, login into the app on your phone and enter the code on the next screen. That's it.

Now you can start ordering medicines instantly, and never worry about getting medication again. How about that?

Impressive Features Waiting Just For You

Never commute for medicines, face parking issues or wait in a frustrating queue again. Shop for medicines in a jiffy and impress loved ones with your new-found power.

- [Product] makes it super easy to order your medicines or refill prescriptions in just a few taps.
- Stay updated on the go with the ability to track order status and view past orders on the go.
- Get reliable and detailed drug information at your fingertips. See any medicine's composition, salt information and pricing along with substitutes.
- Quickly select medicines or upload your prescription, and leave the rest to your dedicated pharmacist.

Contact Your Local Chemist Today

Sample Lead Generation Copy

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100% Uptime, Guaranteed.

**Protect Your Mission Critical Systems With Flawless
UPS Maintenance Solutions From [Company]**

[Talk To One Of Our Specialists](#)

UPS equipment is a component of your business that cannot be taken lightly. The batteries and other components that make up your UPS are prone to failure if they are not regularly and properly maintained to a high standard.

That's why a UPS maintenance plan should be an integral part of your facility's operations. A proper UPS maintenance service will go a long way in ensuring high-quality power protection and preventing loss of revenue.

Thoroughly planned UPS maintenance service plans by [Company] are essential to any power protection infrastructure.

From the past 20 years, Dataglobe has kept a close eye on the dynamics of UPS systems and the overall evolution of the mission critical landscape. So you can have peace of mind that our proactive approach will ensure risk reduction and system reliability.

We go out of the way to deliver exceptional UPS services for clients, 24 hours a day and 7 days a week.

Empower Your Vital Applications & Take Your Power Management Capabilities To The Next Level

Experienced UPS Maintenance For All Industries

Whether hospitals, airports, factories or universities, we have been serving the power industry for 2 decades and are familiar with a wide range of UPS models and issues that any situation can throw at us.

Whatever your industry, you can rest assured that your operations will continue without any power loss. Hundreds of companies have chosen to partner with Dataglobe throughout Canada because we don't just provide services, but integrated solutions.

UPS Services Customizable To Fit Any Budget

The specialists at [Company] offer great flexibility & choice when it comes to tailoring a preventative maintenance plan, with the best refurbishment, repair and upgrade opportunities always available on demand.

Our laser-focus on your requirements is evident in our wide array of choices when it comes to certified, new and recycled equipment. And instead of locking you with long contracts, we're flexible in agreeing to 3-36 months of lease agreement for our UPS service.

Strict Professionalism & Adherence To Best Practices

[Company] is a proactive organization which relies on structured planning and safe procedures to maintain and service your UPS equipment.

Your UPS is serviced and maintained strictly as per the IEEE & CSA standards. Plus, we assure 100% compliance with Corrigo, Comply Works, and Cognibox.

Proactively Planning & Fast Response Times

Our team of experts aren't sitting idle and waiting for power problems to surface in order to solve them. Using the latest technologies, we are

always monitoring your infrastructure and alert about what's happening in your facility.

This allows us to go to the root of the problem and make sure that a power loss can be prevented even before it happens. [Company] is one of the few UPS maintenance providers who can send a UPS service expert to your site in less than X hours.

Cutting-edge Power Management Training & Technology

[Company] has always been laser-focused on the mission critical issues that customers have been facing to date. That's why it always provides only the latest equipment proven to deliver a positive outcome for your facility.

We make use of only the most advanced suite of tools for UPS maintenance. The aim is to maximize the efficiency of your UPS equipment with robust innovation. And our specialists are always on top of latest trends and technologies in the power industry, as covered by AFCOM, Uptime Institute, DataCenter Dynamics & 7X24 Exchange International.

Responsibility Towards The Environment

As an eco-friendly business, we take care of not only the impact of what we do on your operations, but also on the planet. That's why we are one of the rare UPS maintenance providers in Canada with strict adherence to the 3 X RRR policy.

The 3 R's are at the core of our UPS maintenance services at Dataglobe. We try to reduce consumption, reuse equipment to the extent possible and recycle products which have reached their end. It's not just good for the environment, but also for reducing your costs.

Your Crucial Applications Will Always Be Up

UPS systems work really hard and most contain both electrical and mechanical parts. This means that your UPS is prone to wear and tear over time from continued use and other environmental causes.

When your UPS is not serviced for an extended period of time, you're at the risk of loss in transmission, performance reduction, and disruption in power as well as business operations.

Regular maintenance of your UPS can prevent unplanned outages and repair costs. Preventative maintenance of your UPS will optimize performance and reliability of your business operations.

Dataglobe is the best choice for cases when you can't afford to lose power ever. Our top-notch Mitsubishi UPS services make us one of the most trusted power protection solutions providers in Canada and beyond.

We monitor and protect your assets 24/7 to assure a 100% uptime. Our fast response times and top quality support have made us the leader in reliable UPS services for years. With [Company], you can be sure of an MTTR performance that will never let your systems go offline.

Our ability to provide custom UPS service and maintenance plans is the reason that hundreds of companies like Dell, Hydro Quebec, IBM, CGI and more trust us to manage their infrastructure.

Your business operations and UPS equipment are too important to just settle for a maintenance provider that can't deliver exactly what you need. We provide a comprehensive range of reliable, efficient UPS service plans that can be customized as per your requirements.

If you want to achieve maximum UPS Performance 24X7, and keep your business running with minimal downtime & optimum

productivity, the right UPS service & maintenance provider can make a world of difference to your infrastructure.

Say Goodbye To Power Interruptions With Custom UPS Maintenance Solutions From [Company]

[Enquire About Our World-Class Maintenance Plans](#)

Sample Blog Content

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A Slow But Certain Threat That Can Compromise Your UPS (& What To Do About It)

Among the many components of a UPS, any can eventually fail and cause catastrophic loss in absence of regular maintenance. But the most dangerous are the parts for which the failure isn't immediately noticeable.

One such component is the capacitor. A capacitor is among the most ignored and least understood components of a UPS.

When capacitor failure happens, you may not notice right away. But it's not safe to assume that the UPS is still functioning properly and that your performance will not be negatively affected.

More often than not, capacitor failure can push your UPS system into bypass mode, making the critical loads vulnerable.

What Do Capacitors Do?

The job of a capacitor is to smooth out any voltage fluctuations that occur. Each UPS usually has multiple capacitors working in combination to condition the power that gets supplied to the UPS, plus the power output that goes through into your equipment.

Now what's tricky with capacitors is that if one fails, another will step up and take the burden off the failed capacitor. So you'll not notice any significant effects instantly.

You may think that there is no reason to worry in such a case because the UPS is still working and there are more capacitors to account for the failure of one, but this isn't a proactive approach to manage a facility which relies on a stable source of power.

Instead of focusing only on putting out fires that may be damaging your business and operations, a better approach is to prevent the fires from starting in the first place while you can. Plus, there is another reason to be concerned:

Capacitor Failure Isn't That Simple

As proven by this [white paper by Eaton](#), the extent of damage that a capacitor failure can cause also depends on the condition it was in when it failed.

- When a capacitor gets compromised in an "open" condition, it'll simply stop working.
- But when it fails in a "short" condition, it can cause a leak of the dielectric medium.
- And if the venting puts too much pressure, this can lead to an explosive "pop"

Although most capacitors are designed in such a manner that the electrolyte releases gently in case of a leak, but there are no guarantees that things will work as designed in the real world. In the worst case, the corrosive substance can reach and impact other components.

What'll Happen To The UPS?

If you're still wondering how all this would affect the UPS, this again doesn't have a simple answer. It depends on the current health of capacitors, whether they are functioning in series or in parallel, and the section where they are located.

But the main point is: a failed capacitor is not something that'll instantly take down your UPS, but it's definitely affecting its health and performance.

If a capacitor has failed in an "open" condition, you'll not even witness any leaks or signs of problem. Though the problem is there, and it can't be ignored.

The performance of your UPS will be affected and the its filtering ability will not be same as before. As the Eaton paper puts it, a typical three-phase UPS shifts to bypass mode when a capacitor in the power train gets compromised.

So What's The Solution?

Since it's difficult to detect a capacitor failure, the best approach is to nip the problem in the bud before it arises. The steps below can ensure that your operations are safe from power failure:

#1. Monitor Shelf Life

Your UPS capacitors should be subjected to a thorough assessment, typically after every 6 years. This inspection includes thermal scanning; visual scanning and more to identify and resolve critical risks.

#2. Proactive Capacitor Replacement

This paper by Emerson is a very useful resource to keep a check on life cycle of both AC and DC capacitors. It's important that either you or your service provider knows everything that should be included in UPS lifecycle maintenance.

#3. Consistent UPS Maintenance

Regular maintenance from a trusted provider will make your UPS and operations more efficient and safe. This will include testing of fans, cleaning of filters, removal of dust and more.

As a result of quality maintenance and service, your UPS will continue to operate at a cooler temperature and cap life will significantly improve.

Finally, I understand that capacitors can be a tricky area of facility operators. There are different types of failures causing varying levels of impact, leading to a sense of uncertainty.

That's why preventative maintenance is the only route one should adhere to. Sitting idle and doing nothing until a capacitor failure occurs

can incur huge replacement costs down the line, along with intense pressure and frustration.

Sample Press Release

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[Company] Introduces In-Ceiling Speakers With Lifetime Warranty & Free Support

With rising demand for home theaters and whole house audio systems, ceiling speakers have emerged as a popular choice among home entertainment lovers.

Compared to the conventional standalone speakers, in-ceiling speakers deliver astounding sound quality, while not taking up valuable floor space. With the wiring running behind the walls, you won't even be aware of the speakers if not for the sound.

[Company] has introduced a new line of cutting-edge in-ceiling speakers designed to be flush mounted in the ceiling to provide a neat, minimalistic experience.

With grill covers that can be painted with any color, these home ceiling speakers integrate seamlessly into any room. [Company]'s flagship speaker, the [Product Name] even has a unique Kevlar-woven

woofer cone for incredible strength and low distortion.

The universal material used to defend police from bullets and chefs from knife blades, Kevlar offers the strength which allows the cone to retain its original shape over the course of many years of use, regardless of frequency or intensity.

This gives music lovers immense freedom to raise the bass or blast for years without degrading the speakers.

Additionally, the speaker's pivoting dome tweeter allows the user to direct sound at will. As a result, the music feels like pouring in from over the head, spreading to every corner of the area and building an environment of unobtrusive immersion.

And that's not all. [Company] not only backs up these speakers come with a lifetime warranty rarely offered in the industry, but also offers free installation support and guidance by experts with years of custom installation experience.

Essentially, customers are getting a free A/V consultant for their installation included in the price of their speakers.

About [Company Name]

Founded by [Name], who is a former musician and professional audio engineer with a decade of experience in creating unforgettable audio experiences in homes across the country, [Company] is the premier in-ceiling speakers provider for high-quality home theater and whole house audio experiences.

[Company] operates from Paducah, KY. Contact Person: [Name]. Phone: XX-XXX211. Website.

Sample Guest Posts

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[How To Install In-Ceiling Audio Speakers](#)

A step-by-step, easy method for installing in-ceiling audio speakers.

[How To Create Stunning Images For Social Media](#)

Sharing images right and well can do wonders for your business.

[Being A Content Marketing Ninja With WordPress](#)

How to be a more productive content marketer with WordPress.

[5 In-Ceiling Home Theater Speakers Reviewed](#)

In-ceiling speakers deliver better quality without bulky floor space.

About The Author

Hitesh Sahni is a top-rated marketing communications consultant, copywriter, outreach expert and founder of Smemark, a digital agency helping startups and small businesses worldwide generate leads and sales online. He is also a frequent speaker at local entrepreneurship and marketing events.

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