

Copy for Outlet World email to customers

Visual: Exercise equipment

Headline: Exercise your right to get a great deal

Body Copy:

It's the time of year when almost everyone has a renewed resolution to get in shape. At Goodwill Outlet World, we can help.

Goodwill's donors have generously donated lots of exercise equipment to us. You know what that means? Their loss is your gain! Or should that be the other way around?

So visit an Outlet World today and get great prices on fitness equipment before the equipment—and the resolution—disappears!