



**Greetings!**



**May your days be filled with Peace,  
Love, Hope & Joy this  
Christmas Season!**

Thank you for your  
your loyalty, support and  
commitment to protecting and  
Preserving our Future!

Sincerely,  
Luke & All of Us



STAY CONNECTED

Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action).

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"

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