

email to warm list:

- open rate: 42.9%
- click through rate: 16.3%

SUBJECT LINE: pretty sure none of your competitors have this on their website

- - - - - email start - - - - -

Hey [Contact First Name],

I'd like to show you something very cool that you probably won't find on any of your competitors' websites.

We call it the [Typical Day Page](#).

Click the link above to check out a few examples and see for yourself how it works - you should get the idea right away.

Most camps have a page with a typical day rundown, but they just have a text listing of times and the various activities that happen in a typical day for all campers, in general.

Our [Typical Day Page](#) is interactive, visual, fun, emotionally engaging and gives different typical days for different campers.

It also invokes the "halo" effect. The "halo effect" is a psychological principal that states that when someone experiences one significant thing that's exciting or cool about your camp, they tend to generalize and assume that everything else about your camp is exciting and cool too. Not a bad bonus.

The Typical Day Page is included as a standard feature in our [Ultimate Camp Website](#), which costs only \$6,000.

Cheers,

Chris Davis
Founder & CEO
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See what our clients say:

"DVS helped us with a couple different innovative pieces - things that I don't think really exist on other websites. One of them was a typical day tool, which is really cool. Essentially, you enter your child's age and gender and you get a first-person rundown that's specific to that child, as opposed to a general overview. That's one of the most viewed pages on our new website."

-- Matt Dorter, Assistant Director, [Camp Jacobson](#)

Here are three ways we can help you:

1. How you can get a \$26,000 camp website for only \$6,000... [click here to learn how](#)
2. Do you want to see all the different ways your website is COSTING you new campers? Fix these issues and you could start getting more new campers immediately... [click here to learn more](#)
3. Want a price quote for your new camp website in just 5 minutes? [click here to get it now](#)

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