

Email #1 for Fabrics-Store.com

Subject Line 1: Announcing our 3-Day Linen Sale + Free Gifts!

Subject Line 2: <Name>, Hurry to our Linen Sale + Get Free Gifts!

Subject Line 3: <Name>, Our Summer Linen Sale Starts Now!

Subject Line 4: Visit our 3-day Summer Linen Sale Event!

**We're Cutting our Linen Rolls Down to Easy-Buying Size
and Lowering Our Prices, Too!**

It's Fabric-Store.com's 3-Day

Summer Linen Sale!

(Receive 4 FREE Gifts – a \$40 value - with every order!)

Dear <Name>,

For the next 3 days only, we're pre-cutting one of our most popular middle-weight linen fabrics (Stock Code IL019) into ready-to-ship 15-foot rolls.

This linen fabric is perfectly weighted for summer – and so versatile, too!

It sews easily and holds a pleat extremely well. It's a joy to work with – washes, handles and wears like... well, like a soft-spun cloud on a cool summer eve.

- Weight: 5.3oz/yard
- Width: 59 inches
- Length: 15 feet
- Content: 100% Linen
- Thread size warp: 17.9
- Thread size weft: 17.9

- Thread count warp: 46

- Thread count weft: 37

Plus, we're offering these exquisite linen rolls to you in your choice of 20 of our most sought-after colors.

So pick as many colors and rolls as you like! Because we're selling each entire 15-foot roll for only \$99.75!

[Order your linen rolls now!](#)

<Insert the 20 color graphics with names>

[Order your linen rolls now!](#)

So are you looking to design a new summer wardrobe?

Maybe a couple of cool and airy blouses, a soft and flirty summer dress, or a comfortable pant suit or two?

Don't wait, now's obviously the ideal time to do it!

Dreaming of rolling out one or two new linen tablecloths for your dining room and patio tables? After all, you'll be entertaining again, right?

Great! We'll give you **4 FREE** gifts that are perfect for your summer table! (I'll tell you all about them just below.)

And, since there's bound to be a bonanza of summer pageants and festivals just around the corner...

You'll naturally want to have fun putting together a few historical costumes!

And, of course, don't forget to dress up those beautiful picture windows in your home with new light and airy linen curtains or drapes!

[Order your linen rolls now!](#)

Because, remember, this spectacular summer sale lasts for only the next three days! And the clock is ticking!

So, please, pick your favorite colors and the number of rolls you want – NOW! And when you do... we'll also ship you these **4 FREE Gifts!** for your dining room or patio tables...

A Beautiful Set of 4 Hand-Made Hemstitch 100% Linen Napkins

<Insert Picture>

These extremely stylish and attractive Linen Napkins are currently sold in high-end Department Stores all across the country.

Buy a set of four at any of these stores and you'll pay at least \$40. (Due to our selling agreements with these stores we can't name them.)

And they're yours – **FREE** – a \$40 value, at least – when you order our popular medium-weight linen fabric (IL019) in easy-to-buy 15-foot rolls, for only \$99.75 per roll!

[Order your linen rolls now!](#)

And as always, your satisfaction is fully guaranteed, or your money back!

Your friend always,

<Signature>

Nikolai Karpushin
Owner and President, Fabrics-store.com

“I received my first order from you today. You have far exceeded what I expected! I am completely satisfied with your awesome fabric! I love it! And will be coming to your site from now on for all my linen. The quality exceeds what I was getting elsewhere for more money! Thank you!”
-- **Denny Florio, satisfied Fabrics-store.com client**

“I ordered IL019 and I have to tell you how GORGEOUSLY it washes, wears and handles. Linty the first few times yes but it barely fades out to the most beautiful hue. I always loved linen but before I found your store it was too expensive to use for more than accents, etc.... I now have plans for an entire base wardrobe. Your service is wonderful, fabulous, terrific and if possible the quality of your

product is even better... not to mention how FAST you deliver!!!! I am one very happy sewer here. Thank you so much, you'll be hearing from me soon again."
-- **Kelly Webb Albert, satisfied Fabrics-store.com client**

[Order your linen rolls now!](#)

Email #2 for Fabrics-Store.com

Subject Line: <Name>, This Sale is 100% Bigger!

Subject Line: <Name>, Yes, We're Holding Another Huge Sale!

Subject Line: <Name>, It's the Great July 4th Linen Sale!

The response to our just concluded *3-Day Summer Sale* was so unbelievably huge, we decided to do it *again!* But this time, we're holding...

An Even Bigger 3-Day Linen Sale! **With Even More FREE Give-Aways!**

Dear <Name>,

Wow! Our last sale made one thing perfectly clear...

Our clients just can't get enough of our most popular middle-weight linen fabric (Stock Code IL019).

If you recall, for 3-days only we were selling 15-foot pre-cut rolls of this delicious linen fabric, in your choice of 20 vibrant colors – for just **\$99.75**.

And they simply flew out the door!

So why was the response so overwhelming?

Well, for one, this linen fabric is an absolute joy to work with. It washes well, it's easy to handle and it wears like nothing you've ever worn before!

But you also have to wonder: did our low price have anything to do with the huge response?

Silly question. Of course it did!

**You can't find a middle-weight linen of this hi-quality anywhere
at a lower price – except at Fabrics-Store.com!**

And our clients know it! And because we had so much fun discounting its price – we’re doing it again!

But this time...

WE’RE LOWERING THE PRICE EVEN FURTHER!!!

Buy 2 rolls of linen fabric (Stock Code IL019) – 30 yards in total – and we’ll knock another 10% off the already deeply discounted price!

That’s right! For the next 3-days only, you can buy two 15-foot rolls of our most popular middle-weight linen fabric for only - \$179.55!

Order your deeply discounted linen rolls now!

And once again, we’re offering these exquisite linen rolls to you in your choice of 20 of our most sought-after colors.

<Insert the 20 color graphics with names>

- Weight: 5.3oz/yard
- Width: 59 inches
- Length: 15 feet
- Content: 100% Linen
- Thread size warp: 17.9
- Thread size weft: 17.9
- Thread count warp: 46
- Thread count weft: 37

Order your deeply discounted linen rolls now!

And when you do... these **4 Fabulous Gifts!** for your dining room or patio tables are yours - **FREE!**

4 Imported *Jacquard - Arabesque* Design 100% Linen Napkins

<Insert Picture>

You’ve probably seen these elegant imported linen napkins displayed in fine stores everywhere – and if you have, you know you would pay at least \$64 for the pleasure of owning a set of four.

Well, they’re yours **FREE** when you...

Order your deeply discounted linen rolls now!

Remember! This Amazing Sale lasts only 3 days! And the clock is already ticking!

So, please, pick your favorite colors NOW!

Oh yes, this is **VERY IMPORTANT:**

If you bought just one 15-foot roll of IL019 during our last sale – we'll extend that sale just for you!

Buy another 15-foot roll for \$99.75, and we'll send you **4 More Hand-Made Hemstitch 100% Linen Napkins** to compliment the 4 we already sent you!

And, if you bought two 15-foot rolls of IL019 during the last sale for \$199.50 – contact us immediately – and we'll send you **4 More Hand-Made Hemstitch 100% Linen Napkins**, too!

As always, your satisfaction is fully guaranteed, or your money back!

Your friend always,

<Signature>

Nikolai Karpushin
Owner and President, Fabrics-store.com

WOW! IL019 is a gorgeous fabric with a wonderful texture. I am using it to make draperies, and it hangs beautifully on the rod. I love this fabric! I will definitely be back to order more. Really gorgeous stuff. Thank you very much!

-- Jocelyn, satisfied Fabrics-store.com client

I used IL019 to make a 1770-era Open Robe Polonaise gown. It worked up beautifully! It has a nice body and a pretty color. I highly recommend this linen for re-enactors!

--Joyce, satisfied Fabrics-store.com client

[Order your deeply discounted linen rolls now!](#)

Email #3 for Fabrics-Store.com

Subject Line: <Name>, Oh No, You Missed It!

Subject Line: <Name>, What do You Mean You Didn't Read It?

Subject Line: <Name>, Talk about Lightning Striking Twice!

Our last 3-day Linen Sale is over... and whew! we're ready to take a vacation – but as hectic as it was, it was still a heck of a lot of fun!

And yet, so many of you phoned and emailed us afterwards... and told us that, for one reason or another, you didn't get to read our email announcing the sale – until it was too late!

So, here's what we decided to do (because you asked so nicely)...

This Sale is Only For You!

(and you'll receive a never-before offered Special Bonus, too!)

Dear <Name>,

Yup, we'll do it again, but definitely for the last time in a long, long time (I know, I know... we're pushovers for a hard-luck story).

But the next time, please read your emails – especially from us – as soon as you receive them.

Now then, let's turn back the clock – so it's deja-vu all over again!

Tick, tick, tick, tick...

<Name>, for the next 3-days only (now where have we heard that before?) you can buy two 15-foot rolls – 30 yards in total – of our most popular middle-weight linen fabric (Stock Code IL019) for only - \$179.55!

[Order your deeply discounted linen rolls now!](#)

And we're offering these exquisite linen rolls to you in your choice of 20 of our most sought-after colors.

<Insert the 20 color graphics with names>

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And when you do... these **4 Fabulous Gifts!** for your dining room or patio tables are yours - **FREE!**

4 Imported *Jacquard - Arabesque* Design 100% Linen Napkins

<Insert Picture>

You've probably seen these elegant imported linen napkins displayed in fine stores everywhere – and if you have, you know you would pay at least \$64 for the pleasure of owning a set of four.

Well, they're yours **FREE** when you...

Order your deeply discounted linen rolls now!

Remember! This Amazing Sale lasts only 3 days (oh boy, here we go again!)

So, please, pick your favorite colors NOW!

Oh yes, this is **VERY IMPORTANT:**

If you bought just one 15-foot roll of IL019 during our last sale – we'll extend that sale, too – just for you!

Buy another 15-foot roll for \$99.75, and we'll send you **4 More Hand-Made Hemstitch 100% Linen Napkins** to compliment the 4 we already sent you!

And, if you bought two 15-foot rolls of IL019 during the last sale for \$199.50 – contact us immediately – and we'll send you **4 More Hand-Made Hemstitch 100% Linen Napkins**, too!

Now for a Never-Before Offered Bonus – Just For You!

If you refer a friend, during the next three days only – we're going to send you these 100% cotton "Ornamental" place mats.

<Insert Picture>

This handsome set of 4 place mats normally retails for \$XX.XX – but they're yours **FREE!** when you refer a friend! And if you...

Refer 2 friends – we'll send you 8 place mats!

All your friends have to do is buy one or more pre-cut 15-foot rolls of the same great middle-weight linen fabric (Stock Code IL019) at our regular non-sale price – and have them mention your name of course – and we'll immediately ship directly to you these wonderfully decorative place mats – **FREE!**

And you know what else? The same **FREE** bonuses we offered you during our last two sales – we're going to extend to your friends, too!

If they buy 1 roll, we'll send them **4 Hand-Made Hemstitch 100% Linen Napkins – a \$40 value – for FREE!**

And if they buy 2 rolls, we'll send them **4 Imported Jacquard-Arabesque Design 100% Linen Napkins – a \$64 value – for FREE!**

So please call your friends **NOW!**

And as always, your satisfaction is fully guaranteed, or your money back!

Your friend always,

<Signature>

Nikolai Karpushin
Owner and President, Fabrics-store.com

"I bought IL019 to make an 18th century gown in a draping class my group was having. This is my first time ordering online. I received many compliments on the fabric. The color was beautiful, and the hand very soft. The weight is very nice for a gown. I washed and dried the fabric before hand, and it came out beautiful!"

-- Deborah, satisfied Fabrics-store.com client

"This fabric is even better than I hoped! I washed it in hot water and threw it in a hot dryer and it came out still slightly crisp, just perfect! Thanks, I will definitely be ordering more ☺"

-- Kelly, satisfied Fabrics-store.com client