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## WORK SAMPLE: EMAIL COPY

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Subject line: **Good People, Great Food, Bigger Stories**

We think you're good people. So we're hoping you'll join us for an evening of conversation, inspiration and culinary sensations with other good people like you. It'll be one of the best dinner parties you'll ever attend, and it's happening \_\_\_\_\_ at \_\_\_\_\_ p.m.

Who's making it happen? Good People, of course! If you haven't heard of Good People (www. \_\_\_\_\_), their mission is to foster community, trust and friendships through food, drink and the exploration of great ideas. We just love what they're up to.

What can you expect at this Good People event? A huge family-style feast provided by a notable local chef, wine and cocktails, and a passionate 10-minute presentation by a special guest. This time, I'm humbled to say, that guest is me. I'll be reminding everyone of the transformational power of storytelling, and encouraging all to tell bigger, better stories for a bigger, better world.

Here's what you need to know:

[Insert date]

[Insert time]

[Insert location]

Dress code: Casual chic

Please RSVP by \_\_\_\_\_ to \_\_\_\_\_.

The energy in the room is going to be phenomenal. Hope you'll be a part of it.

Michael

*Storytelling is some darn potent magic. It's more than just stringing words together, or moving a character from one place to another. Storytelling creates our world. Storytelling speaks to us from a realm of pure possibility. If we want to transform the world, we must tell a bigger story. Michael Margolis, CEO of Get Storied.com, intends to remind us of the rich parallel universe that walks beside us every day, and how storytelling is the way to stepping in.*