

# EMAIL COPY DECK

### Instructions:

1. Please fill out one copy deck for **each** media placement (CTI, Outreach, etc.)
2. Ensure that the CTA link is a Google URL Tracking link only (<https://ga-dev-tools.appspot.com/campaign-url-builder/>)
3. Once the form is filled out, please submit directly to editorial. Once you receive the copy deck back, please send the **FINAL** copy deck and images in a zipped folder to **Leela Kim (external emails)** or **Chloe Renzema (internal emails)**.

**Project Owner: Evie Polsley**

**Product (Title)/Campaign: Boys and Girls Life Application Study Bible**

**Outlet/List: Bible Gateway**

**Run Date/s: Feb 2020**

**List approvers (include a back-up if out of the office): Evie Polsley and Jim Jewell**

**Pick-up project (yes or no): Just Banners – pick up from Boys, Girls Teens LASB CTI WomensLeaders**

(Note: If it is a pick-up, please submit revisions to the existing project (Include file if possible))


Subject* Line:	A Spiritual Growth Spurt for Pre-teens
Snippet Line:	Looking for ways to help your pre-teen grow in their faith?


*\*Note: Subject field should be 35 characters or less. Snippet field should be 85 characters or less.*

<b>Product HERO</b> (The top portion of your email)	
Headline: (No more than 6-8 words)	Ready for a Growth Spurt?
Featured Product or Image:	978-1-4143-9778-8 and 978-1-4964-3077-9

*\*Note: CTA = Call To Action (i.e. Buy Now, Learn More, Read Excerpt)*

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<p>Copy: (No more than 2 short paragraphs that will reinforce the headline and main product)</p>	<p>Applying God’s Word to our lives is vital as we grow not only in height but also in our walk with the Lord.</p> <p>Specific editions of the <i>Life Application Study Bible</i> for girls and boys helps kids from their pre-teen through early teen years relate Scripture to what they are facing and then apply it to their lives.</p> <p>Look inside and check out content from the <i>Boys Life Application Study Bible</i> and <i>Girls Life Application Study Bible</i>.</p> <p>(Can Manny include a stock photo of pre-teen kids?)</p>
<p>Image:</p>	
<p>CTA wording: (No more than 3 words)</p>	<p>Learn more</p>
<p>CTA link</p>	<p><a href="https://www.tyndale.com/stories/it-ok-look-anything-i-want?utm_source=Bible%20Gateway%20Email%20Feb%202020&amp;utm_medium=Link%20to%20Boys%20Content%20on%20Tyndale.com&amp;utm_campaign=Boys%20and">https://www.tyndale.com/stories/it-ok-look-anything-i-want?utm_source=Bible%20Gateway%20Email%20Feb%202020&amp;utm_medium=Link%20to%20Boys%20Content%20on%20Tyndale.com&amp;utm_campaign=Boys%20and</a></p>

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Im age :	
CT A wo rdi ng: (No mor e tha n 3 wor ds)	Learn more
lin k (Go ogle URL Tra ckin g link onl y):	<a href="https://www.tyndale.com/stories/dont-give-girls-life-application-study-bible?utm_source=Bible%20Gateway%20Email%20Feb%202020&amp;utm_medium=Link%20to%20Girls%20Content%20on%20Tyndale.com&amp;utm_campaign=Boys%20and%20Girls%20Life%20Application%20Study%20Bible">https://www.tyndale.com/stories/dont-give-girls-life-application-study-bible?utm_source=Bible%20Gateway%20Email%20Feb%202020&amp;utm_medium=Link%20to%20Girls%20Content%20on%20Tyndale.com&amp;utm_campaign=Boys%20and%20Girls%20Life%20Application%20Study%20Bible</a>

**Additional Slices:**

Copy and paste the “Slice 2” table for additional section in this email and place it here:

<b>LEGAL</b>	
Legal copy to be placed in	TYNDALE, Tyndale’s quill logo, <i>New Living Translation</i> , <i>NLT</i> , the New Living Translation logo, <i>Life Application</i> , <i>Life App</i> , the Life App

footer: (Disclaimers, trademarks, offer dates, etc)	logo, and <i>LeatherLike</i> are registered trademarks of Tyndale House Publishers.
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When the above form is complete please send to Editorial for editing and **THEN** submit to Leela Kim or Chloe Renzema. They will send to the appropriate designer.

EDITORIAL	
Editor Name:	Leanne Rolland
Review and hand-off date:	12/30/19