SPEC SAMPLE: not client work

B2B short-form copy pack for a fictional claims-workflow SaaS ("Ridgeline Claims"), written to show range across email, web, social and sales-sheet formats. AP style. Audience: VP of Claims / COO at a regional property insurer.

1. Outbound marketing email (cold-to-warm nurture, ~140 words)

Subject: Hail season ends. The backlog doesn't. **Preheader:** How regional carriers cut first-contact time on CAT claims.

Hi {FirstName},

After a big hail event, most regional carriers don't lose time on the hard part. They lose it on the handoffs: photos stuck in an adjuster's phone, contractor estimates in someone's inbox, policyholders calling to ask what happens next.

Ridgeline Claims puts every CAT file (photos, estimates, supplements and policyholder updates) in one queue your desk adjusters can work from day one. No new hardware and no rip-and-replace of your core system.

Carriers in our pilot program used it to answer one question faster: "Where is this claim right now?"

If storm volume is on your 2027 planning list, I can send a 2-page walkthrough of how the queue works with an existing core platform.

Worth a look?

{SenderName}

2. Landing page hero + proof strip

Headline: Every storm claim, one queue. **Subhead:** Ridgeline Claims gives regional carriers a single view of CAT files (photos, contractor estimates, supplements and policyholder updates) without replacing your core system. **Primary CTA:** See the 2-page walkthrough **Secondary CTA:** Talk to a claims specialist **Three-up benefits:**

- **Fewer status calls.** Policyholders get plain-English updates at each milestone.
- **Cleaner supplements.** Contractor line items land next to the adjuster's estimate, not in a separate inbox.
- **Surge-ready.** Add field and desk staff to a storm queue in minutes, then remove them when volume drops.

3. LinkedIn sponsored posts (3 variants, A/B hooks)

- **A.** Pain: "Your adjusters aren't slow. Your handoffs are. See how regional carriers keep CAT files in one queue."
- **B.** Question: "Where is claim #48213 right now? If that takes three systems to answer, read this 2-page walkthrough."
- **C.** Seasonal: "Hail season ends in October. The supplement backlog runs into February. Plan the fix before 2027's first storm."

4. Sales one-pager blurb (for C-suite, non-technical)

- **The problem:** After a catastrophe event, claim information scatters across phones, inboxes and contractor portals. Leaders can't see backlog risk until policyholders complain.
- **What Ridgeline does:** Puts every storm file into one shared queue with clear owners, due dates and policyholder updates.
- **What it doesn't do:** Replace your policy admin or core claims system. It sits beside them.
- **What leaders get:** A daily view of open CAT files by age, adjuster and status, in one screen.

Note: Ridgeline Claims is fictional. Pilot language is illustrative and makes no performance claims.