

Email for a small retail business selling astronomical telescopes.

Subject: Are you confused about telescopes?

Want a telescope ... but don't know where to start?

Hi [Firstname], Ashley from Sirius Optics

What did you think about the Juno spacecraft reaching Jupiter? Way to go, NASA! It looks like yet another top-notch planetary mission, and we're sure to learn much more about our giant neighbour. Of course, new high-resolution photos of Jupiter will be among the public highlights ... and who doesn't like seeing pics of those swirling cloud belts and the Great Red Spot?

Do you remember your first view of Jupiter through a telescope? I'll bet it was a much better view than Galileo had, back in 1610. What was your first scope? If you're like many of us, you possibly started with a 65mm refractor ... wooden tripod ... a couple of eyepieces and other bits & pieces. It was great fun, but also a little shaky...

Or maybe you went straight for something serious -- perhaps from one of the Big Names. Perhaps you've yet to buy a telescope, and are trying to decide which one is best. It can be tricky, with so much choice.

For me, the excitement started when looking through catalogues -- seeing all those shiny tubes, gleaming mirrors and lenses ... and wondering what it would be like to look through that gorgeous big reflector.

In 2016, the range of telescopes and binoculars is much greater than it was when I started, and the prices are MUCH better. And if you're struggling with your choice, or just need to upgrade, Sirius Optics is a great place to start.

[LINK: LET US HELP CHOOSE WHAT'S BEST FOR YOU]

There are so many factors to think about when choosing a telescope, like:

- what do you want to observe?
- does it need to be portable?
- do you want to do photography with it?
- what's your budget?

If you're just starting out, you might want to look at the Moon, planets, galaxies, nebulae... You probably want to see all of the things you've seen in books and on the web. Am I right?

You could quickly make a choice that would allow you see all those things, and more, but it might be more suited to some things, and less good for the others.

For example: you want to observe planets, which are pretty small. So -- you need fairly high magnification, and to see the finest detail, you need the highest quality optics you can afford. Traditionally, a refractor is the planet-hunter's choice.

What if you want to see nebulae, which are fairly large, but faint? For this, you need low magnification and a good light grasp, so a short-focus reflector would be best. Or you could try for the best of both worlds, and get a Schmidt-Cassegrain or Maksutov.

[LINK: FIND YOUR PERFECT TELESCOPE HERE]

Confused? Don't worry, we're here to help you sort out what's important, at a price that you'll be happy with.

Here at Sirius Optics, we've been looking through telescopes for many years, so we perfectly understand the astronomy enthusiast's needs. YOUR needs.

Visit the website or drop in to the shop, and let's talk about astronomy -- that's where it all starts!

Keep looking up,

Ashley

PS If you don't think you're ready for a telescope yet, or don't have the space for one, we have a wide range of binoculars that would be a great start for the beginner astronomer -- or for the advanced observer. And for the determined enthusiast, we can advise on your choice of equipment for taking photos through your telescope.

[LINK: YOUR ONE-STOP SHOP FOR EVERYTHING ASTRONOMICAL]