

# Where've Your Been? Let Us Help You Throw Off Your Winter Chill with my 'Incredible Winter Thaw' Package!

Client Name

Address

Address

Date

(Name, if you call right now, even if it's after-hours, I'll make sure you also receive an extra Free Gift valued at \$25 – just leave your name on our answering machine and make sure you mention our Winter Thaw Package!)

Cheers, Maggie

Dear Name,

Autumn was slow coming in but winter is right on schedule! And if you're anything like me, you absolutely hate it when that alarm screeches at you at 6.52am, right when it's the coldest!

So, while I was trying to keep warm, I was thinking, "how can I help our 'frozen' clients combat the effects of the cold and wind?" So I've put together a winter warmer hair treatment called the **'INCREDIBLE WINTER THAW'**.

**Here's what you get. You'll be amazed we can do it for the price!**

## Offer 1

⇒ Start with a Professional Color Consult to find the right warm tone for you	\$65.00 Value	<b>FREE</b>
⇒ A Luxury Shampoo & Conditioning Treatment	\$35.00 Value	<b>FREE</b>
⇒ A Stress Relieving Scalp Massage	\$15.00 Value	<b>FREE</b>
⇒ An Eye SEnhancing Eyebrow Shape	\$35.00 Value	<b>FREE</b>
⇒ <u>A Trial Kit of Our Newest Professional Product Line</u>		<b>\$95</b>

You'll be warm as toast, wrapped in our fresh linen over a pre-heated electric blanket ready for you just as you arrive. And....at the completion of your treatment, enjoy a complementary T2 Winter Warmer Tea in the privacy of our waiting room.

**THAT'S A TOTAL VALUE OF \$270 VALUE FOR JUST \$95**

Of course, with all these extra free bonuses, I can't hold this offer open forever. In fact, it's only available until (date).

## Special Bonus Offer

If you're among the first (#) to book our INCREDIBLE WINTER MELT-OFF, you'll be able to purchase the same package for a friend at 50% of the special package cost....only \$00

**THAT'S A TOTAL VALUE OF \$270 FOR JUST \$95**

**Extra Special Bonus Offer** Call within TWO DAYS of the date of this letter, and receive a Special \$00 Bonus Gift – it's our pleasure! Even if it's after hours, please leave your name on our answering machine and mention our Incredible Winter Melt-Off package.

So please call us right away to ensure you don't miss out on this amazing **once-only** offer. Call now at **344-3081**

Warmly,

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# Salon 84

84 E. Broadway

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