

_____ (Existing Customer's Full Name) Says

"Hello"

And To

"Enjoy This One On Him!"

Dear _____ (Prospect's Name),

Mr. _____ (Customer's Last Name) is one of our favorite customers here at _____ (Client's Business Name). The _____ (Client's Business Name) Team and I *greatly appreciate* his patronage and look forward to servicing him again soon.

The last time Ted was (in our offices/at the store/on campus/on site), we asked if he knew anyone who may need _____ (product or service being sold and/or given away as a promo). *He smiled and mentioned you.* We then asked _____ (customer's first name) if we could send an exclusive offer your way on his behalf. He said, "Absolutely!" Here's that exclusive offer...

(Handle For Offer Here)

(\$X total value)

It includes a:

- FREE _____ (product/service here) (*\$X value*)
- FREE _____ (product/service here) (*\$X value*)

If you're like me, you probably get hit with these types of promotions everyday from local retailers. And they usually have **short expiration dates** and the ever-popular "**condition of purchase**" (*that annoying clause when you have to buy something in order to actually use the promotion*). Rest assured this promotion is unique, there are...

NO Strings Attached

(FREE Really Means FREE On This One)

See You At The _____ (office, store, etc)!

Client's Full Name
(Title)