Here’s how you can give each of your customers a surprise gift ...

# *... and it won’t cost you a cent*

Dear [Name],

You’re probably wondering what this is all about, so I’ll tell you straight away - I’m about to give you an easy way to delight your customers.

**Best of all, I’m going to pay for it. Let me explain...**

I want you to send every one of your customers a gift – the opportunity to take advantage an EXCLUSIVE, once-off deal. Here’s the offer – [Place your offer here].

[Explain more about your offer here, including how much money each person will save]. That’s right – I want to give each of your customers **$[X] worth of [whatever it is you’re offering] for just $[Y]**.

You’re probably wondering how this will benefit you.

Simple - the gift will come from *your* business, not from me. Each of your clients will think that this is a special deal that YOU have arranged for them. Best of all, this entire promotion won’t cost you a cent. All you need to do is mail them the letter I’ve included for you (I’ll cover the cost of the printing and postage).

Actually, **I’ll even prepare all the letters** - you just need to stick address labels on and send them out.

Just imagine how impressed your clients will be when they receive this unexpected gift. Better still, just imagine how many of their friends they’re going to tell. This is a sure-fire way to keep your current clients happy and get some referrals along the way.

**I’ll give you a call** in the next couple of days to arrange the fine details.

Thanks, and I look forward to seeing you soon ...

[Your Name]

[Your Company Name]

PS Of course, I wouldn’t want you to recommend us without visiting us first. **Please accept my offer of a free** [give the person you’re trying to set the deal up with, an extra special free offer to encourage them to become part of the promotion].