# A Special Offer from [Their Company Name] for being a valued client …

Here’s your chance to

[place your offer in here] …

# We’ve arranged for you to [whatever you want the clients to receive] … with an extra special offer open only to valued [Their Company Name] Clients …

Good morning,

Well at least it is for all [Their Company Name] Clients who are receiving this letter. Let me explain why …

We’ve arranged for all of our valued Clients and their guests, to [place your offer in here].

You see, I realise [buying your type of product/service] can be a daunting process. You need to consider [problem1, problem2 and problem3]. It’s not always easy to find the answers to all these problems, so when I recently came across the secrets to [whatever these problems are], **I thought I should pass those secrets on to you …**

It all happened a few weeks ago when I met a [man/woman] by the name [your full name]. Now [your first name] runs a business called [your company name] which specialises in [whatever it is you do/sell]. [He/she] explained to me that [Your Company Name] is not your normal ‘run of the mill’, [whatever it is you do/sell]. [List your major point or points of difference here] …

**But the topic [he/she] touched on that interested me the most, was that of [problem 1].**

I was intrigued by what [your first name] had said, as I’ve heard of many cases myself where people had got less than a good deal, so I asked him to elaborate further. [He/she] explained to me that often people would base their decision on [common mistake for people looking to buy your product/service]. But according to [Your First Name]this is seldom the case.

[Your First Name]explained that unlike most purchases where [common misconception], with [your type of product/service] it can often be the opposite …

Apparently there are quite a few companies that play on this common misconception, making a killing out of [whatever it is your opposition do that you don’t].

I thought about what [he/she] had said for some time, and it all seemed to make perfect sense. I was particularly interested in what [Your First Name]had said about [solution to problem 1]. From the horror stories I’ve heard in the past, it seems to make good sense to [solution to problem 1].

[Your First Name]then went on to tell me that [he’d/she’d] helped many people learn the secrets of [problem 1]. Secrets that some people in the industry would rather you didn’t know.

I asked if [he/she] would teach these secrets to our clients, and [he/she] agreed …

[Your First Name]offered to [whatever it is you’re offering], exclusively for [Their Company Name] clients. [Your First Name] will explain how to [buy your type of product service, what to look for and what to be mindful of].

Now [your product/service] would normally be valued at $[X], but [Your First Name]has agreed to offer [Their Company Name] clients [your product/service] for only $[Y].

So everything has been arranged. You simply need [explain what they have to do].

As a valued client I thought that you’d appreciate this offer. A way for [Their Company Name] to say thank you for being a client. Anyway, I’ll let you go now and call [Your First Name], and I look forward to seeing you back here soon.

[Name]

[Their Company Name]

PS I pushed my luck a bit further with [Your First Name]and got [him/her] to agree to an extra special offer, available only to our valued clients. [He’s/she’s] agreed to [extra special offer for people who act within ‘X’ number of days].