A gift from [Their Company Name]

Hello,

Have you ever wondered about [what you want them to think about]?

[Explain here the thing that you want them to consider. You need to have them thinking about the comment you’ve made in the first sentence, to get them reacting the way you want them to. This section needs to show empathy with a problem that the prospect has. Having said tat, it needs to subtly get people to think about something that frustrates or annoys them].

[This paragraph needs to further build on the empathy, but show that there is a solution. Saying things like ‘imagine if you could find a solution to this problem’, or ‘it doesn’t have to be like this’. This section really needs to build the vision of what life would be like if you could overcome the problem that you just mentioned].

[This section should look like the person who has signed the letter, is endorsing your product. Don’t lay it on too thick, or nobody will sign it. But you can say things like ‘from what I’ve been told’ or ‘from what I’ve seen’].

The first step is [what you want them to do].

[Explain further what steps they need to take to get what it is you’re offering. If they need to call to arrange an appointment, or come and see you, then tell them to do that here. You need to also explain any conditions that are associated with this offer].

I highly recommend you take action today. Set aside any reservations you have, and embrace the chance to [do what it is you want them to do]. I wish you all the best …

[Name of Business Owner]

[Their Company Name]

PS [Include an additional offer here for anyone who acts fast. For example you might have a special offer open to the first 27 people who respond to this deal].