[Place your headline here, mentioning the free offer or special price]

Hi [NAME],

Firstly, I’d like to say thanks for dealing with [BUSINESS NAME]. Loyal customers like yourself really make doing business a pleasure.

As a token of my appreciation, I’ve arranged something special for you – *[place the offer you’re making them in here].*

Here’s the deal – *[explain what the offer involves, what they get, how much they save, and what they have to do to take advantage of this deal]*.

We have arranged this special deal for our top customers as a surprise gift. [BUSINESS NAME] understands that good customers deserve awesome treatment and service. I think it’s important to say ‘thanks’ once in a while, and to do something unexpected.

And just so you know that you’ll be dealing with one of the best [whatever it is your company does], let me tell you 3 things about [Your Company Name] ...

1. **Benefit 1** … explain.
2. **Benefit 2** … explain.
3. **Benefit 3** … explain.

I seriously recommend you take advantage of this special offer. I know that you’ll appreciate the thought!! Simply phone [Your Name] and mention that you have this letter.

Once again, I’d like to say thank you for being a valued client of [Business Name], and I look forward to seeing you again soon,

[THEIR NAME SURNAME]

[THEIR BUSINESS NAME]

PS There’s only one limitation on this voucher - you need to use it **before [date].** It’s worth acting soon – this is the only time this century you will be able to [get x for y or whatever it is you’re offering].

PPS I’ve included an [Your Company Name] business card, with their contact details. **Phone for a personal appointment**, and make sure you take this letter when you drop in.