Here’s how you can give each of your clients a [place your offer here] that will be talked about all year …

# *… and it won’t cost you a single cent …*

Dear [Name],

I’ve included this piece of BLU-TACK to emphasis a point – **I’ve discovered a way that you can build a stronger bond with your clients …**

Let me explain …

In your type of business your clients are your most important asset. Of course this is the case in any business. Building a long term working relationship with your clients ensures that you’ll maintain a profitable [type of business] for many years to come. Introducing their family and friends to your business doesn’t hurt either. So I’ve come up with a way that you can build further on your existing relationships. A way that won’t cost you a cent …

**I’m going to give you the chance to make a [FREE/Special] offer to each one of your clients. Best of all, I’m going to pay for the whole thing.**

Now [Name] at this point you’re probably asking yourself 2 questions – ‘What could this offer possibly be?’ and ‘Why would someone like me be offering to pay for it myself?’ Well read on and you’ll discover the answer to both …

**Firstly let’s look at my reason for making this offer …**

Let me start by first introducing myself. My name is [Your Name], and I run a business called [Your Company Name]. I specialise in [explain what it is your business does].

Which is why I’m writing this letter to you …

See, I’m in the same position as most business owners, in that I’m constantly looking for the most cost effective way to find new clients. Now I realise that many of your clients would be [ladies/men] who, like everyone, like to [purchase what you sell/do]. So I decided that because your clients are my ideal target market, that making a [special/free] offer (that I pay for completely), would be a very cost effective way for me to reach a bunch of new prospects.

**So I sat down and thought about it for a while and realised that there was one challenge with my idea … What’s in it for [THEIR NAME SURNAME]?**

Obviously there has to be some benefit to you, if you’re going to let me mail a letter out to your clients. So I thought about it some more and came to the conclusion that if I made an extra generous offer to all of YOUR clients, that **it would make you look good in their eyes**. A way of showing that your business values having them as a client. Of course by having your clients pass this offer on to their family and friends, you have the chance to introduce a lot more people to your business.

But I decided to take this idea one step further. It occurred to me that if the gift came from your business, via a letter that YOU sign, your clients would think that you had gone out of your way to arrange a special deal just for them. **BRILLIANT!!!**

But rather than ask you to sit down and spend hours typing up a letter, I decided to write one on your behalf. I’ve included a copy of the proposed letter for you to look over. Obviously if you’d like any changes I’d be more than happy to alter the letter at your request.

But still there was one obstacle that needed to be overcome. There is no way that you’re going to let me see your database of clients. And why would you? Now obviously I don’t need to see your database, I’ll get meet people when they come in to [whatever it is you want them to do]. So what I propose is this … If I purchase some letterhead from you, print the letters on that letterhead and them stuff them into envelopes, I can then give them to you, and you can just stick the mailing labels on them. I can then just pay you for the postage, and I’ll never need to see your database at all!!! Simple isn’t it?

**But anyway, enough about my reasons, let’s take a look at the offer …**

The [product/service you’re offering] would normally be valued at $[X]. But for your clients and their family and friends, it’s [only $(Y) or FREE of charge].

But that’s not all. I’m also prepared to offer [extra special offer/deal]!!!

So your clients and their friends not only get [offer 1], they also get [special offer/deal]. Just think of how delighted they’ll be with your business for arranging such deal. Best of all, they’ll bring along their family and friends who’ll view your business as one that looks after its clients.

**Just imagine the rapport you’ll build by making this special offer to each one of your clients.** Most of the people they deal with would never think to make them a special offer, which will make this one seem so much more special.

Anyway, we should probably look at where we go from here. What I propose is this … I’ll give you a couple of days to look over the other letter that I’ve included, and discuss it with any partners or associates you need to run it past. I’ll then give you a call to arrange a suitable time to sit down with you and discuss the fine details. I’m sure after we meet you’ll agree that this is a very exciting and worthwhile promotion.

So [Name], thanks for taking the time to look over this letter. I look forward to meeting with you soon …

[Your Name]

[Your Company Name]

PS Of course I’d be more than happy to make you the same offer. We’ll arrange this when I call you in a few days time.