

[DATE]

[ADDRESSEE]  
[COMPANY]  
[ADDRESS]  
[CITY], [STATE], [ZIP]

Dear [NAME]:

Have you ever wondered why every time you need SERVICE service, your SERVICE service company's phone is busy or your contact can't get to your business for at least a week?

If your company is like most, every lost day of your SERVICE capabilities can spell headaches, delays, and increased expenses.

Rest easy. [YOUR COMPANY] guarantees you that when you use us as your SERVICE service company, we'll be there when you need us with the solutions to your SERVICE problems. Our trained staff has years of experience in the industry, experience that gets your operation back into A-1 condition.

[YOUR COMPANY] specializes in servicing small businesses like yours. I've enclosed a partial list of our current clients. Feel free to check our reputation with any of them. I think you'll find the response is unanimous praise.

As a special offer to new customers, we are offering OFFER. But the offer's only good if you sign up by DATE. Simply fill out the enclosed postage paid card, mail it back to us, and we'll get you started on worry-free SERVICE service.

Act now to get the special introductory offer.

Sincerely,

[YOUR NAME]  
[YOUR TITLE]

Enclosures