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August 1, 1995

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Dear [recipient's name],

There's A New Owner

Hi. You are one of the first to hear about the new ownership of [name of the business]. Since you have been a regular and valued customer of this business over the past several years we wanted you to know that we will continue to provide you with the type of service you desire. And we are going to improve on the service you have received in the past. How? By asking you to contribute with any suggestions you may have about the way you would like us to serve you. Please call me if you would like to make a comment, or if you just want to say hello. Your support of this company was appreciated by the previous owners and will continue to be so. Keep an eye out for special offers coming in your mail soon.

Sincerely,

[Sign here]

[type your name here]

[type your job title here]