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August 1, 1995

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Dear [recipient's name],

Did You Receive the Brochure?

About [number of weeks] weeks ago you should have received a copy of our brochure detailing many of our services and products. Since you have not been in contact since that time we wondered whether you had any queries about our business.

For your information you might be interested in the following answers to questions new clients ask.

[write two or three questions and answers about your company that highlights a positive value of dealing with you. Give at least one real benefit for each question]

Don't forget our special welcome gift. The cost of your first order will be discounted by 10% and you will have it delivered to your door absolutely free.

We look forward to hearing from you.

Sincerely,

[Sign here]

[type your name here]

[type your job title here]