

HOW TO

FREE
GUIDE
SERIES

Create a profitable
sales letter

Improve your closure rate



Revenue increase strategy

BusinessCoachingHub.co.za

In the modern world of billion-dollar ad campaigns, glossy brochures, and sophisticated email marketing, the simple effect of a well-written sales letter is often underestimated, or even forgotten entirely.

Sales letters are a simple and powerful marketing tool that – when written effectively – can generate serious results for your business. In a mailbox full of impersonal brochures that are often perceived to be “junk”, a personally addressed letter will be kept and opened for a further look.

The power of sales letters truly lies in the personal nature of the communication. As opposed to brochures and advertising, the sales letter will arrive personally addressed and hand stamped. An effective sales letter will engage the recipient with the first sentence and persuade them to act by speaking to their personal needs and purchase motivations.

You don't need to be an award-winning copywriter to craft a successful sales letter. Some of the best sales letters ever written are not renowned for their grammar or clever word choice – they're known for their customer engagement strategy. The way they told a story that related to the audience and got them to get their wallets.

So then, the true key to writing a successful sales letter is knowing who you're targeting, what their needs are, and how to reach them directly.

Writing an Effective Sales Letter

Step One: Decide Who Your Audience Is

To truly leverage the impact of a personal sales letter, your target audience must be carefully defined. Are you targeting stay-at-home mothers? Do-it-yourself fathers? A particular income bracket, age, or neighbourhood? Demographic-specific direct-mail mailing lists are commonly available, and a great tool to access a very targeted group of potential customers.

If you are targeting your existing client base, you may wish to segment your list by recent purchase behaviour. For example, categorize customers by the last time they purchased, and send a “miss you!” letter to those who haven’t been into your store in over six months (or another reasonable timeframe).

Keep your target market research close at hand. If you have a highly segmented target market, you may wish to craft a sales letter for each of your segments and mailing lists. Revisit each segments purchase motivations, demographic characteristics, and behavioural characteristics. What do they need? What do they want? What are their common frustrations or hot buttons? What kind of story would they resonate with?

From this information, you will understand how to communicate your offer so that it elicits an emotional response from your readers. An emotional response will motivate them to order, purchase, or support your offering.

Step Two: Choose Your Message (including your offer)

What are you going to tell your readers? Do you have a time-sensitive offer? A solution to their problems or needs? How about a guarantee or a promise? Do you have proof?

You’ve already established a clear marketing message and USP and have likely created several advertisements and brochures to communicate that message to a broad audience. When writing your sales letter, you need to customize or reframe that message to your specific audience in a way that speaks to their emotions, and clearly describes “what’s in it for me?”

Step Three: Write it Down!

Here is a guideline for basic sales letter structure. More templates are included at the end of this chapter.

Headline

Headlines are optional for sales letters but can be an effective way to summarize or communicate your message. Rhetorical questions that speak to a problem or frustration are especially effective. Centre your headline in bold above the greeting line.

Sub Headline + Lead Paragraph

The sub headline and lead paragraph are how you are going to get the reader to care enough to read the rest of the letter. Provide a solution to the problem you raised in your headline or answer the question you posed. Then, in the lead paragraph, briefly describe your offer and the corresponding benefits.

Illustration / Proof

Just like any compelling statement or opinion, you need to back up your claim, guarantee, or offer with an illustration of how it works. If your offer is particularly outrageous, customers are naturally going to respond with a “prove it” attitude.

This is a good opportunity to tell a story or include a testimonial. You can briefly describe the experience of a customer who purchased the offer and follow the story with their real testimonial – emphasized by italics or bold font.

Benefits

Including a summary of product or service benefits in your letter tells the customer that you’re thinking about their needs and writing the letter with them in mind. Use “you” and “your” heavily in the text and describe product or service features sparingly.

An effective way to summarize benefits is with a bulleted list near the end of the letter, with key phrases in bold type.

Close / Call to Action

Give them a reason to pick up the phone, fill out the order form, or return the stamped envelope *immediately*. Without an incentive to act, your readers will put your letter in their to-do list and may never “get around” to closing the deal.

Incentives can include time-based or supply-based urgency – “Offer valid this month only,” or “Only 50 available” – or the inclusion of a bonus item when the sale is completed by a stated date.

Tips for Putting it All Together

Keep it professional. Put the letter on your business letterhead, and send it in a hand-stamped, high-quality envelope. Letters sent on non-descript envelopes with metered postage are impersonal and look like mass junk-mail.

Make it easy to take action. Include prepaid envelopes, easy to fill out order forms, toll-free phone numbers, email links, and website addresses. The easier it is for the customer to act, the more likely they will. Provide several options for action, if possible, so the customer can choose an option that is most convenient for them.

Professional, but not formal. Write as though you’re speaking with a family member or friend. Casual, colloquial language will help to build trust with your reader, as it establishes that you are on the “same level” and can relate to the same needs and problems.

Tell a story. Engage the reader with a story that relates to your offer or ask. If you have a compelling customer testimonial, consider beginning your letter with that. People are interested in the stories and experiences of others, so this is a highly persuasive writing strategy.

Make an announcement or tell a secret. Start your letter off with a shocking announcement that includes or relates to your offer. This can be new research statistics, a new development or invention, or a celebrity testimonial. News that is just barely believable will engage the reader to read more...

Identify a problem, then solve it. Use the headline to ask a question that identifies a common problem, then show how your offer can solve it. For example, “Hate drying the dishes *after* they’ve been through the dishwasher?” or “How many more times will you have to ask your kids to make their beds this year?” This puts you on common ground with your reader and makes them assume the body of the letter has the solution!

Establish credibility. This needs to be done as soon as possible in your letter. If your readers do not believe in your credibility by the second or third paragraph, the chances of closing the sale have greatly diminished. Explain who the company is, and why you’re worth the reader’s attention. Use accolades, awards, and testimonials to prove your point – the words of others will be trusted over your own.

Make it useful or memorable. Just like a business card, you can encourage your reader to keep the letter if it provides something of use. If you are a dentist, include the top 10 best snack foods for kids. Include a fridge magnet with your contact information, or perhaps another small gift that is branded with your company logo and website address.

Build relationships. Establish trust. Use your sales letter to establish a long-term relationship with each recipient on your target market list. Seek to establish their needs and wants and begin to show them how you can meet them. Avoid pushy language and pressure tactics that may get you the sale, but not the customer.

Make mistakes. When you’re sending out your first few mailings and learning about your target audience, consider sending a few different letters to your list to see what works best.

Testing your audience will help you learn their hot buttons and purchase motivations, and ultimately refine your ability to communicate with them in a way that generates sales dollars.

Use the postscript. After your closing and signature, consider re-stating your offer in the postscript (PS). It is one more opportunity to remind customers of a limited-time or limited-quantity offer that will entice them to act quickly.

Include a brochure. A short brochure or factsheet can add graphic proof to back up your claims. This can include product imagery, research charts and graphs, or images of customers with accompanying testimonials.

Pay attention to formatting. Accept the fact that most readers will skim your letter until they find a reason to pay more thorough attention. This can work for you, if you format your letter to accommodate it. When you're finished, test the formatting by reading only headlines, sub headlines and bold text. Do all your messages come across clearly?

- Give important paragraphs a sub headline
- Make sure paragraphs are different lengths
- Use colors and boldface type to highlight key words or messages

Types of Sales Letters

Potential Client

A letter to a new client is intended to introduce your business and interest your reader in what you have to say and offer. The incentive to act is less aggressive than other letters, and the focus of the letter is on how the benefits of your product or service will solve the reader's problems and meet their needs.

Unique Selling Proposition

This type of sales letter puts a heavy focus on how your product or service soars about the competition and gives your reader a strong incentive to act quickly. These tend to be more aggressive letters that work well with existing clients, or clients you have begun to build a relationship with.

Referral

A referral letter is used when an associate has referred a potential client to you. It is important to include in the first paragraph the name of the contact that referred you, and why they felt the potential client could use your products or services.

Relationship Building

Use a relationship building letter to follow up with customers who have already purchased from you. This will let them know that you care about their experience with your product, and that you are available if they need assistance. This type of letter will also allow you keep your customer informed of changes and developments within your business and its employees. The benefit of sending regular follow up letters is that your business is kept top of mind for the next purchase, or when existing clients are asked for referrals by their family and friends.

Job Transition

A job transition letter is an important tool when you are changing organizations or taking over territory from another representative. The intent is either to encourage your customers to follow you to your new organization, or to reassure customers that you will continue to provide high quality service in place of your colleague. Make sure to include all your pertinent contact information, and perhaps offer to meet with customers to introduce yourself personally.

Meeting Request

If your phone calls requesting a meeting have been buried under a list of voicemails, a short letter requesting a meeting or presentation time may have more impact. Keep this type of letter short and friendly and remind the reader of what your product or service can do for them.

Closing

Use a closing letter to “seal the deal” and encourage the customer to commit. This type of letter is typically used as follow up to a meeting or presentation, and requests another meeting to finalize arrangements. Again, remind the reader what your product or service can do for them, and offer to provide more information if it is required.

Templates

Potential Client

[Headline in bold at the top of the page – strong statement or question]

[Optional sub headline to explain or answer the question/statement]

Dear [name],

Opening this letter may be the best thing you’ve done today. [Company name] is your answer to [list common problem or need here].

Over the past [number] years, we have built our business on [insert customer-focused value or belief]. We strive to ensure every customer is satisfied with their purchase, and [insert guarantee, if applicable].

Take a look at the enclosed [brochure/catalogue/marketing piece]. When you purchase [product/service], don't be surprised if you experience:

- [list benefits in bullet form]
- [list benefits in bullet form]
- [list benefits in bullet form]

To thank you for your time, when you [call / purchase / register], mention this letter and receive [insert discount / free gift / free service]. We look forward to working with you.

Sincerely,

[your name]

[company name]

[phone number]

Unique Selling Proposition

[Headline in bold at the top of the page – strong statement or question]

[Optional sub headline to explain or answer the question/statement]

Dear [name],

Did you know [insert shocking statement of fact with a number or statistic attached – ensure this relates to the problem you will solve or need you will meet]? We didn't either.

[Use the second paragraph to elaborate on the statement and connect the problem to the its solution: your product or service]. In addition to [solved problem here], our [product/service] will:

- [list benefits in bullet form]

Our [product/service name] is guaranteed to [insert benefit or solution here] because [describe how this product/service is unique from or better than the competition].

Just let those who have already purchased [product/service] speak for themselves:

- *[include testimonials here]*

Sincerely,

[your name]

[company name]

[phone number]

PS – Remember, with just a quick phone call today and not only will your [quickly state problem that will be solved], but you will [save money, receive a free gift, etc.]

Referral

Dear [name],

I received your contact information from [insert referee name here], who suggested I contact you regarding your [insert problem, need or want here].

I am the [insert title/position] with [insert company name], and we specialize in [insert product or service type] for [insert type of customer]. Our [product/service] has [include prime example or illustration of the benefits of your product/service] for over [insert age] years.

Since [insert referee name] became a customer in [insert year or month], we have been [describe how the benefits of your product/service have been helping others].

Enclosed you will find a [brochure, catalogue, or other marketing piece] for further information on the [product/service] we offer.

I would love the opportunity to meet with you to further discuss how our [insert product or service] can assist you with [insert problem/need/issue]. I will be in touch with you directly next week to arrange a meeting time.

Sincerely,

[your name]

[company name]

[phone number]

Relationship Building

Dear [name],

Thank you for choosing [company name] for your [product/service] purchase earlier this month [week/year]. We hope the [product/service] is [serving your needs / solving your problem] as you envisioned.

I would like to remind you that we offer [insert complementary products, product maintenance services, and other ways you can continue to serve the customer's needs.]

I would also like to let you know that [insert company news, staff promotions, product or service expansions, etc.]. We are growing our business to support the needs of customers like you.

Please feel free to contact me if you ever need anything else, [insert phone number here].

Sincerely,

[your name]

[company name]

[phone number]

Job Transition

Dear [name],

I hope you are enjoying the [weather/season change/other recent event to set up friendly nature of the letter].

In the spirit of change, I am writing to let know that I have accepted a new role with [insert company name], a provider of [product/service description].

[Company name] is known for [insert product/service point of difference] and prides itself on [insert value and benefit of product/service]. I believe you would benefit from [list or describe benefit of new product/service].

I have always enjoyed working with you, since you became a customer of [past company name] in [year/month]. As an existing client of mine, I would like to offer you [describe exclusive offer, discount, free gift].

Please note my new contact information below. I will call you to this week to chat about how I can continue to be of service to you with [company name].

Warm regards,

[your name]

[company name]

[phone number]

Meeting Request

Dear [name],

I have tried to reach you on the phone this week but have not been able to connect with you directly. I was calling to introduce myself and my company, [insert company name], which [insert brief description of what your company can offer here].

I understand that you / your company [insert what recipient company does] and may [insert needs, wants, or other requirements].

Our company was established in [insert year here] to [insert company purpose/vision – a solution to a potential problem/need the recipient has].

We have recently [expanded/decided to reach out to our community – insert reason for contacting recipient now] and would like to meet with you to discuss how [insert product or service] can [insert need/problem here].

I will follow up with you on the phone later this week. Alternately, please feel free to contact me at your convenience at [insert phone number here].

Sincerely,

[your name]

[company name]

[phone number]

Closing

Dear [name],

Thank you for meeting with me on [date]. I trust you and your partners have had time to consider our presentation and discuss our offer to [describe offer to provide product or service here].

At [company name], we pride ourselves on high quality [products/services] and customer satisfaction. [Briefly restate USP and product/service benefits].

We have a solid understanding of [describe requirements/needs] and believe our company can [describe solutions]. Remember that we offer a [state company guarantee].

I would like to stop by on [date + time] to finalize our agreement so we can start working together right away. Please confirm if this is a good time for you.

Sincerely,

[your name]

[company name]

[phone number]

Top 5 Sales Letters of All Time

Below you will find five of the best sales letters of all time – written for some of the most well-known businesses and publications of our time. Take time to review them carefully and establish what makes them so engaging and convincing.

American Express: The “Quite Frankly” Letter

This letter immediately hooks the reader with an “are you good enough?” statement. The reader will continue reading to prove that he is, indeed, good enough for Amex.

Dear Mr. Smith:

Quite frankly, the American Express Card is not for everyone. And not everyone who applies for Card membership is approved.

However, because we believe you will benefit from Card Membership, I’ve enclosed a special invitation for you to apply for the most honoured and prestigious financial instrument available to people who travel, vacation, and entertain.

The American Express Card is the perfect example of the old adage, “You get what you pay for.” For example, you get a truly impressive array of extra privileges, all designed for your convenience and security:

A Worldwide Network of Travel Service Offices is at your Service. Enjoy personal attention at any of the nearby 1,000 American Express Offices -- Your “homes away from home” --around the globe.*

Cash your Personal Check at Thousands of Locations. Cash up to \$250 at participating hotels and motels, and up to \$1,000 at most American Express Travel Services Offices all over the world. (Subject to cash availability and local regulations.)

Card Lost or Stolen? You’ll Get a Quick Replacement. If the Card is lost or stolen, an emergency replacement will be provided at any Travel Service Office in the world, usually by the end of the next business day.

Obtain Emergency Funds Instantly. Once you've enrolled in this convenient service, our network of automated Travelers Check Dispensers lets you obtain up to \$500 ... in 60 seconds or less!

Carry \$100,000 of Travel Accident Insurance. Just charge your tickets to the Card, and you, your spouse or dependent children under the age of 23 are automatically covered when traveling by common carrier on land, sea, or in the air. It's underwritten by Fireman's Fund Insurance Companies, San Rafael, California, for approximately 35 cents of the annual Card Membership fee.

Your Hotel Reservations are Assured. As an American Express Card Member, if you request, your hotel room will be held for you until checkout the following day at nearly 8,000 participating hotels.

Enjoy Special Express Hotel Service. Speedy check-in and checkout is available to Card Members at more than 1,000 hotels, including Hilton, Hyatt, Marriott, Sheraton, and more.

Extras like these only begin to tell the story of American Express Card security, emergency protection, and convenience. You'll also enjoy:

Unequaled Mobility. *The Card is welcomed by the world's major airlines, car rental agencies, railroads, and cruise lines. Plus, it pays for auto parts and servicing at thousands of locations nationwide.*

A Worldwide Welcome. *Fine restaurants, hotel resorts, and a host of other establishments around this world, and right in your hometown, recognize the Card and welcome your patronage.*

Purchasing Power. *No need to carry large amounts of cash. The Card takes care of shopping needs, whether you're choosing a wardrobe, buying theatre tickets, sending flowers, or hosting a dinner (even if you can't be there!)*

Financial Freedom. Unlike bank cards, the American Express Card imposes no pre-set spending limit. Purchases are approved based on your ability to pay as demonstrated by your past spending, payment patterns, and personal resources. So, you are free to make your own decisions about when and where to use the Card.

In a few words, American Express Card Membership is the most effective letter of introduction to the world of travel, entertainment, and the good life yet devised. Yet surprisingly, these benefits are all yours to enjoy for the modest fee of just \$35 a year.

Why not apply for Card Membership today? All you have to do is fill out and mail the enclosed application. As soon as it is approved, we'll send along the Card, without delay.

Sincerely,

Diane Shalb

Vice President

P.S. Apply today and enjoy all the benefits of Card Membership. Those listed here are just a handful of what's available. A full listing is included in the Guide to Card Member Services you'll receive along with the Card.

Newsweek: the letter that built a media powerhouse

Dear Reader:

If the list upon which I found your name is any indication, this is not the first -- nor will it be the last -- subscription letter you receive. Quite frankly, your education and income set you apart from the general population and makes you a highly rated prospect for everything from magazines to mutual funds.

You've undoubtedly 'heard everything' by now in the way of promises and premiums. I won't try to top any of them. Nor will I insult your intelligence.

If you subscribe to Newsweek, you won't get rich quick. You won't bowl over friends and business associates with clever remarks and sage comments after your first copy of Newsweek arrives. (Your conversation will benefit from a better understanding of the events and forces of our era, but that's all. Wit and wisdom are gifts no magazine can bestow.) And should you attain further professional or business success during the term of your subscription, you'll have your own native ability and good luck to thank for it -- not Newsweek.

What, then, can Newsweek do for you?

The answer depends upon what type of person you happen to be. If you are not curious about what's going on outside your own immediate daily range of concern...if you are quickly bored when the topic of conversation shifts from your house, your car, your ambitions...if you couldn't care less about what's happening in Washington or Wall Street, in London or Moscow...then forget Newsweek. It can't do a thing for you.

If, on the other hand, you are the kind of individual who would like to keep up with national and international affairs, space and nuclear science, the arts -- but cannot spend hours at it...if you're genuinely interested in what's going on with other members of the human race...if you recognize the big

stake you have in decisions made in Washington and Wall Street, in London and Moscow...then Newsweek may well be the smartest investment you could make in the vital weeks and months ahead!

For little more than 1¢ a day, as a Newsweek subscriber, your interest in national and international affairs will be served by over 200 top-notch reporters here and around the world. Each week, you'll read the most significant facts taken from their daily dispatches by Newsweek's editors.

You'll get the facts. No bias. No slanting. Newsweek respects your right to form your own opinion.

In the eventful weeks to come, you'll read about:

- Election strategy (Who will run against JFK? Medicare, education, unemployment: how will they sway voters?)*
- Administration moves (New civil-rights bill in the works? Taxes: what next?)*
- G.O.P. plans (Stepped-up activity in Dixie? New faces for Congressional races?)*
- Kremlin maneuverings (Will Cold War policies change? New clashes with Red China?)*
- Europe's future (New leaders, new programs? How can America compete with the Common Market?)*

You'll also keep on top of latest developments in the exciting fields of space and nuclear science. Whether the story describes a space-dog's trip to Venus or the opening of a new area in the peaceful use of atomic fission, you'll learn the key facts in Newsweek's Space & The Atom feature -- the first and only weekly department devoted to space and nuclear science in any newsweekly.

The fascinating world of art will be reviewed and interviewed for you in Newsweek. Whether you are interested in books or ballet, painting or plays, movies or music -- or all of them -- you will find it covered fully and fairly in Newsweek.

Subscribe now and you'll read about international film awards...new art shows at the Louvre in Paris...the opening of the Metropolitan and La Scala opera seasons...glittering first nights on and off

Broadway...plus revealing interviews with famed authors and prima donnas, actors and symphony conductors.

AND you'll be briefed on happenings in the worlds of Business and Labour (More wage demands now?) ...Education and Religion (Reforms in teacher training? More church mergers?) ...Science and Medicine (Cancer, arthritis cures on the way?) ...Sports and TV-Radio (New world records? More educational TV, fewer MD shows?)

You read Newsweek at your own pace. Its handy Top of the Week index lets you scan the top news stories of the week in two minutes. When you have a lull in your busy schedule, you can return to the story itself for full details. In this way, you are assured of an understanding of the events and forces of our era.

TRY Newsweek.

Try it at our special introductory offer:

37 WEEKS OF NEWSWEEK FOR ONLY \$2.97

That's about 8 ¢ a week -- little more than a penny a day. You would pay \$9.25 at newsstands for the same number of copies; \$4.98 at our regular yearly subscription rates.

And try it with this guarantee: if, after examining several issues in your own home, you do not agree that Newsweek satisfies your news interests, you will receive a prompt refund.

An order form is enclosed, along with a postage-paid return envelope. Do initial and return the order form today. We'll bill you later, if you wish.

Sincerely,

S. Arthur Dembner

Circulation Director

Wall Street Journal: Martin Conroy's "Two Young Men" Letter

This letter has run for 28 years in a row and continues to pull in new subscribers for WSJ.

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both -- as young college graduates are -- were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion. They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't always a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge. And that is why I am writing to you and to people like you about The Wall Street Journal. For that is the whole purpose of The Journal: To give its readers knowledge - knowledge that they can use in business.

A Publication Unlike Any Other

You see, The Wall Street Journal is a unique publication. It's the country's only national business daily. Each business day, it is put together by the world's largest staff for business-news experts.

Each business day, The Journal's pages include a broad range of information of interest and significance to business-minded people, no matter where it comes from. Not just stocks and finance, but anything and everything in the whole, fast-moving world of business ... The Wall Street Journal gives you all the business news you need — when you need it.

Knowledge Is Power

Right now, I am reading page one of The Journal. It combines all the important news of the day with in-depth feature reporting. Every phase of business news is covered, from articles on inflation, wholesale prices, car prices, tax incentives for industries to major developments in Washington, and elsewhere.

And there is page after page inside The Journal filled with fascinating and significant information that's useful to you. A daily column on personal money management helps you become a smarter saver, better investor, wiser spender. There are weekly columns on small business, marketing, real estate, technology, regional developments. If you have never read The Wall Street Journal, you cannot imagine how useful it can be to you.

Much of the information that appears in The Journal appears nowhere else. The Journal is printed in numerous plants across the United States, so that you get it early each business day.

A \$28 Subscription

Put our statements to the proof by subscribing for the next 13 weeks for just \$28. This is the shortest subscription term we offer - and a perfect way to get acquainted with The Journal.

Or you may prefer to take advantage of a longer-term subscription for greater savings: an annual subscription at \$107 saves you \$20 off The Journal's cover price. Our best buy — two years for \$185 - saves you a full \$69!

Simply fill out the endorsed order card and mail it in the postage-paid envelope provided. And here's The Journal guarantee: Should The Journal not measure up to your expectations, you may cancel this trial arrangement at any point and receive a refund for the undelivered portion of your subscription.

If you feel as we do that this is a fair and reasonable proposition, then you will want to find out without delay if The Wall Street Journal can do for you what it is doing for millions of readers. So please mail the enclosed order card now, and we will start serving you immediately.

About those two college classmates, I mention at the beginning of this letter. They graduated from college together and together got started in the business world. So, what made their lives in business different?

Knowledge. Useful knowledge. And its application.

An Investment In Success

I cannot promise you that success will be instantly yours if you start reading The Wall Street Journal. But I can guarantee that you will find The Journal always interesting, always reliable, and always useful.

Sincerely Yours,

Peter R. Kann

Executive Vice President/

Associate Publisher

P.S. It's important to note that The Journal's subscription price may be tax-deductible.

Xerox: Preferred Account Status Letter

Dear Mr. Smith:

We believe you should get credit for buying office products directly from Xerox.

That's why I'd like you to be among the first to enjoy the many privileges of the new Xerox Preferred Account -- absolutely free. All you have to do is sign and return the enclosed authorization form. Your Preferred Account status will bring these exclusive and outstanding benefits:

- 1. The opportunity to buy office products directly from Xerox -- at incredibly low prices.*
- 2. Special Preferred Account bonus offers on a wide range of Xerox products.*
- 3. The ability to charge not only purchases but equipment service directly to your Preferred Account;*
- 4. The convenience of ordering products by phone (toll-free) through your own, personal Preferred Account Telephone Representative.*
- 5. All purchases are backed by Xerox's reputation for quality and dependability. If for any reason you are not completely satisfied, return your purchase within 15 days and pay nothing.*

6. *Preferred Account holders receive first notice on all new Xerox products and services.*

Best of all, your Xerox Preferred Account qualifies you for an initial \$3,000 line of instant credit which you can use at any time.

There's no minimum purchase requirement. No fee or service charge. No risk or obligation whatsoever.

That alone makes the Xerox Preferred Account one of the most flexible credit lines you hold. You'll receive one convenient, completely itemized statement each month.

In summary, the Xerox Preferred Account offers you everything you need to equip your office -- from typewriters to copiers, professional computers to printers. And the convenience of financing, too!

Your pre-approved Acceptance Form is enclosed. Simply complete it, sign it and mail it back to us. Postage has already been paid for you.

Or call our Preferred Account Centre at 1-800-828-9090 (toll-free) if you have any questions or require assistance.

Please let me hear from you before August 15th. That way you'll be able to take advantage of all the product and service discounts we'll be offering in the near future.

Remember, there's no fee, obligation or risk involved in opening a Xerox Preferred Account. It's simply our way of making it easy for you to get the best office products and service available -- at special direct prices.

Remember too, your instant line of credit has already been approved. So, sign and mail your Acceptance Form today.

On behalf of everyone at Team Xerox, I am pleased to offer you this invitation to open a Preferred Account with us. I look forward to your acceptance.

Sincerely,

Scott Seeman Manager

Preferred Accounts

P.S. As a Bonus Enrolment Offer, we are extending you a special discount on our 605 and 610 Memory writers through August 15th. Please see the enclosed Product Information sheet. This is just one example of the many values you'll enjoy with a Xerox Preferred Account.

Popular Mechanics: Average Joe Letter

Good Friend,

This invitation isn't for deadbeats, rip-off artists or "gentlemen" who hate to get their hands dirty. It's for the rest of us. It's for the average guy who works hard for a living (and wants to live better). Who knows the value of a buck (about 50 ¢ these days)? Who is willing to trade a few drops of sweat for the chance to save big bucks?

It's for guys who aren't afraid to get down under the sink with a pipe wrench. Guys who don't mind sticking their hands in the toilet tank to adjust a ball cock (because they know it's going to save a \$16 plumber's bill).

Our country was built on the sweat and hard work of do-it-yourself guys. And from POPULAR MECHANICS, the #1 do-it-yourself magazine, we'd just like to say THANK YOU.

Our big, illustrated POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA was written with "shirtsleeves" guys in mind. Guys like you. So please -- let me ship you Volume I FREE. (No strings attached. No purchase necessary.)

It's BIG -- 168 oversized pages crammed with up-to-date money-saving plans, photos, diagrams and articles about how-to-do just about EVERYTHING!

*From fixing your car's alternator to improving your gas mileage by 30 percent!
From drilling an angled hole accurately, to resurfacing your asphalt driveway or fixing a small appliance.*

It's PRACTICAL -- oversized pages lay down flat so you have them right there on your shop table or car fender to refer to. Sturdy hard-covers laugh at dirt! Type is LARGE so it's easy-to-read.

Each article is generously illustrated -- Volume I alone have more than 600 step-by-step drawings, photos and diagrams.

SPEAKING OF SAVING, HAVE YOU BEEN TO A BODY SHOP LATELY? If it was within the past 12 months you know the cost of auto body repairs has zoomed out of sight!

So, we got the manager of a big body shop near our office to share his trade secrets with us. The results? An article illustrated with how-to-do-it photos that shows you how to get rid of scratches, dents, rust and rotten spots yourself -- make your fender look like new!

All this, and much more, is in Volume I of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA.

But remember -- you don't pay a cent for it. Now or ever. And there's no obligation -- NO PURCHASE NECESSARY!

"Well, come on," you're probably saying, "There's gotta be a catch." MAYBE THERE IS. Sure, I'd like to sell you the whole POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA.

But I know from experience that I can't "sell" someone like you. You've got to prove for yourself it's worthwhile. So, accept our FREE book and examine Volume I, then make up your own mind.

VOLUME I IS YOUR FREE SAMPLE. AND I WANT YOU TO USE IT FOR ALL IT'S WORTH.

Got kids? Turn to page 50 for complete plans and instructions for making your own hockey tabletop game. (You'll have a ball with it, too.) It would cost you plenty in a store. But you can make it with a few dollars' worth of lumber, particleboard, and an old range exhaust fan.

Want a greenhouse? On pages 30-32 you'll find plans for an elegant addition -- an add-on Greenhouse.

How about valuable antiques? Why not build your own authentic reproduction pine and maple bench...for a fraction of what an original would cost? Complete plans and instructions start on Page 30.

Turn to page 178 to see how easy it is to do all your own routine auto service and maintenance. (If you're spending \$200 a year to have a pro, do it, you could save \$150!)

Cool your house in the summer (and cut your air conditioning electric bills) by installing an attic fan. The article starting on page 156 shows you how.

I could go on and on. But why should I? Volume I of POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA is yours for the asking.

You don't even pay to send for it. Postage paid Reply Card enclosed. So, what are you waiting for? Say YES today!

When your "Free Sample" arrives, keep it. And use it. And see for yourself why POPULAR MECHANICS is usually considered the world's leading source of "do-it-yourself" information.

NOW LISTEN TO THIS.

If Volume I isn't everything I've promised, just drop us a note saying "No more!" That will be the end of it (of course, you keep Volume I). But if you're as pleased as I expect, just sit back and enjoy your Free Volume. Then, eight weeks later, you'll receive Volume II of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA --just as big, beautiful, husky and crammed with plans and information as the first one. For example:

HOW TO TEST & RECHARGE MOST BATTERIES...BUILD YOUR OWN BARBECUE BAR... FINISH YOUR BASEMENT LIKE A PRO... PUT IN A STAIRWELL...INSTALL A HALF-BATH ANYWHERE.PLUS EVERYTHING YOU OUGHT TO KNOW ABOUT BANDSAWS...HOW TO REMOVE A BEARING WALL...ALL ABOUT BELT SANDERS...CHOOSING THE RIGHT BIKE...AND MUCH, MUCH MORE!

That's just a sample of Volume II. But remember -- YOU HAVEN'T YET SPENT OR RISKED A PENNY!

Because Volume II is yours to examine and use freely for 14 days! Then, if you're not completely "sold" on the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA, just return it before the Free Examination Period is over and owe nothing.

By now, however, if you're the kind of guy I think you are, you should be itching to get your hands on the remaining 18 volumes of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA. If so, when Volume II arrives, simply remit the low subscriber price of only \$5.95 plus a small charge for shipping & handling and any applicable sales tax.

Then, the remaining volumes will be sent to you over a five-month period -- each shipment strictly "on approval." Pay for each volume (one payment a month) at the low subscriber price of only \$5.95 -- or return it within the 14-day Free-Examination Period and owe nothing.

BUY AS FEW OR AS MANY VOLUMES AS YOU WISH. CANCEL ANY TIME!

Remember -- Volume I of the POPULAR MECHANICS DO-IT-YOURSELF ENCYCLOPEDIA is your "Free Sample" -- yours to keep, even if you decide not to buy anything.

But to get it, you have to sign and mail the enclosed Reply Card.

Do it today.

Cordially,

J. Michael Walters

For POPULAR MECHANICS

P.S. If you take pride in work well done, want to give your family the better things in life...then you need POPULAR MECHANICS how-to-do-it information on AIR CONDITIONERS...

*BARBECUES...BOATS...BIRDHOUSES...BOOKCASES...BURGLAR
ALARMS...CAULKING...CAMERAS...CONCRETE...CLOCKS...DO-ORS...DRILL
PRESSES...ENGINES...FAUCETS...FENCES...GU-NS...GETTING IN SHAPE...HEATERS... INSULATION...KITCH-*

ENS...KITS...LANDSCAPING...METALWORKING...OUTBOARDS...PAINTING...PLUMBING...PLYWOOD...RE
MODELING...ROOFS...RAIN GUTTERS...SEPTIC TANKS...SEWING CENTERS...SKIN DIVING...SOLAR
ENERGY...SWIMMING POOLS...TILE...TOOLS... TOYS...TRAILERS...TREES...UPHOLSTERY...VACATION
HOMES...VACUUMS...WINDOWS... WOODWORKING.

*These are just a few of the subjects covered in the 20 volume POPULAR MECHANICS DO-IT-YOURSELF
ENCYCLOPEDIA. And Volume 1 is yours to keep -- but only if you mail the Reply Card NOW!*

Claim Your Strategic Business Growth Plan

With Results Guaranteed... [CLICK HERE!](#)

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