

[Insert company or personal letterhead, or type your name and address]

January 27, 1997

[Mr/Ms] [First Name] X. [Last Name]
[Position]
[Company]
[Department]
[Division]
[Address 1]
[Address 2]
[City], [St/Prov], [Country] [ZIP/POSTAL]

[Salutation]

At [your own company], we always try to find ways to serve you better. [Name of your new product or service] is our latest. Because we value your business, let us tell you about our new [product or service] before we offer it to the public.

[Pose a question identifying a problem your reader might have, and to which your product or service provides a solution.] [Your own company] can help. [Briefly explain the benefits of this new product or service].

Until [specific date], I can offer you [a specific offer such as a discount, bonus merchandise, a contest, etc.]. You can take advantage of this offer before our [name the product or service] is even available to the general public.

We appreciate your interest in [name of product or service] and [your own company]. Please [call or visit] us before [specific date from last paragraph] and let us know how we can serve you.

Sincerely,

[Your Name]
[Your Position]

[Notations for Enclosures, cc:, etc.]