

Hi NAME,

I hope you don't mind me giving you that name, but as I don't know you it helps me to visualise you better & to picture who you are.

Let me tell you what I know about you. I know that you are a GENDER who is approximately AGE years old. You live in LOCATION & you drive a CAR TYPE.

(B2C Only) You are MARRIED STATUS and you have NUMBER CHILDREN.

(B2C Only) You work in JOB TITLE. You have been doing this for YEARS IN JOB.

(B2C Only) This means that you have a monthly salary after tax of SALARY. Once you have paid all of your household bills you have a disposable income of DISPOSABLE INCOME each month.

(B2C Only) You like to go on holidays _____ times a year & you prefer to go to HOLIDAY REGION. Your preferred type of holiday would be PREFERRED HOLIDAY.

In terms of education you have achieved EDUCATION STATUS.

You work as a JOB TITLE. You are an EMPLOYEE/BUSINESS FOUNDER.

(B2B Only) Your Company's Annual Turnover is £/\$/€ ANNUAL TURNOVER and your company employs NUMBER OF EMPLOYEES.

(B2B Only) You operate in the following markets: LIST OF MARKETS.

You have a PURCHASING BUDGET of £/\$/€ x for the product or service that I provide & I know that the timeframe for purchasing PRODUCT/SERVICE is DECISION TIMEFRAME.

I would like to explain my understanding of the issues that you face & how I can help you to address them. Before I do this, I must also point out that I do not view your business as just a single transaction. In fact, I view you very much as a long term asset of my business. The reason that I bring this to your attention is that I understand that you are worth at least LIFETIME CLIENT VALUE to my business over the coming months and years.

Now that I have raised these issues and demonstrated my understanding of your situation I would like to spend some time explaining how I can be of service to you. I know that the thing that will attract you most to me is that I can address the issue that you have of BIGGEST ISSUE. I know that my product/service will appeal to you because you require MAIN NEED as well as SECONDARY NEEDS.

Let me speak frankly. In my experience the problem with BIGGEST ISSUE is AGITATE THE PROBLEM.

I am sorry to have been so blunt, but I owe it to you to make sure that you can see that I have a thorough understanding of the situation you face. However, I do not dwell on problems. I believe that problems can always be overcome & I am someone who knows how to address your BIGGEST ISSUE. I am on your side & I would like to OFFER THE SOLUTION.

The reason that I can say this so confidently is that I can help you to address this issue head on. You see, the real benefit that we offer you is PRIMARY BENEFIT.

Not only that, I can offer you SECONDARY BENEFITS.

It may also surprise you to learn that you can also use my products/services for OTHER USES. This in turn will allow you to OTHER IMPROVEMENTS that you may not be aware of now.

Quite apart from these benefits that our product / service offers you will also be pleased to learn that there are a host of other useful features such as: USEFUL FEATURES.

Having said that, I know that you think that PRIMARY OBJECTION as well as OTHER OBJECTIONS is preventing you from taking action.

I would like to address these issues head on so that I can put your mind at rest. Firstly our product/service is OVERCOME PRIMARY OBJECTION as well as being OVERCOME OTHER OBJECTIONS.

I also understand that there is competition out there. I know that you have probably been to the websites of the following competitors of ours:

COMPETITOR 1

COMPETITOR 2

COMPETITOR 3

Here at YOUR COMPANY we are not afraid of competition. We see it as healthy. But there is a powerful reason why you should choose us over our competitors.

Now I'm not saying that COMPETITOR 1, COMPETITOR 2 & COMPETITOR 3 are not great companies or they don't offer great PRODUCT/SERVICE – they do. It's just that we offer you something over & above what they do & I'd like to explain exactly what that is.

Firstly, I know that you like to be kept up to date on issues that relate to BIGGEST ISSUE and MAIN NEED. I understand that if I fail to keep you up to date then you will lose interest in my company & PRODUCT/SERVICE. Please don't be concerned that I will just keep sending you sales literature. On the contrary, I will ensure that you are kept fully informed on issues that relate to you and are of interest to you. For example, in the coming months I intend to provide you with OVERCOMING INDIFFERENCE (YOUR MARKETING CALENDAR).

I'd also like to reassure you that we are so confident in what we offer that we are prepared to offer you a GUARANTEE.

However, what really sets us apart from the competition is UNIQUE SELLING POINT.

How can you trust that I will do what I say? Good question. We work with some of the leading SUPPLIERS in our industry. I have listed these below for you.

Pickaweb – Letter of Letters

Also, we have a number of key PARTNERS who we also work with. This means that we can call in the necessary expertise when needed to ensure that we offer an end to end solution.

Don't just take my word for it! Here are some of the results that we have achieved.

For example TESTIMONIAL PERSON 1 had the following to say about us: TESTIMONIAL 1.

TESTIMONIAL PERSON 2 said TESTIMONIAL 2.

In fact, one of the ways that we have grown our business is by asking our happy customers if they can identify other businesses that could benefit from what we offer. We do this in the following way: REFERRAL PROCESS.

Before I go I would like to finish by offering you a FREE GIFT to demonstrate my sincerity. You see, I know that you have an interest in PRODUCT/SERVICE & I would like to send you over a comprehensive, Free report which addresses the TITLE OF REPORT.

To access this amazing report now, just CALL TO ACTION.

Yours Sincerely,

PS: Before I leave you, I just wanted to also let you know about an UPSSELL.

PPS: I don't want to spoil the surprise, but when we get a new customer we will send them WELCOME PROCESS.