

Instruction: This is a model letter. Adapt to fit your facts and circumstances.

Return address:  
Name  
Address Line 1  
Address Line 2  
City, State Zip Code

Date

Name  
Company  
Address Line  
City, State Zip Code

Re: Promotional Letter – Appliance Store

Dear :

Here to Help Appliance Store is having a sale on {date} to introduce the new Lightin' Stove. The New Lightin' Stove is the newest technological advancement to be added to the list of kitchen appliances. You are probably wondering, "What's so great about a *stove*?" There are so many great things about the Lightin' Stove that I cannot list them all in this letter. I can only say that this stove will forever change the meaning of food.

So please come by Here to Help Appliance Store on {date} for a demonstration of this stove.

Sincerely,

N A M E