

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 – Book Seller

Dear Avid Reader and Book Lover:

Tome Book Store is proud to have as a guest, Oregon Sands on {date}. Ms. Sands is the author of the delightful “Good Day World” series and recently published her latest novel in the series, *Sunrise*. Ms. Sands will be reading excerpts from her novel, answering questions, and signing copies of *Sunrise*. I have enclosed an itinerary of the day.

Therefore, please stop by Tome Book Store and meet Ms. Sands. If you have any questions, please do not hesitate to contact us.

Sincerely,

N A M E