

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

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

Date

Name  
Address Line  
City, State Zip Code

Re: Promotional Letter – Drinking Water

Dear :

Think all water is just two hydrogens and an oxygen? Scientifically – Yes. But does it have to be – NO! Here at H<sub>2</sub>O h h h h Drinking Water we take those two hydrogen atoms and the one oxygen atom and redefine the possibilities of water. Our water is cleaner than the drops that fall from the sky and clearer than air you breath. Also, for the individual that wants something different, we offer naturally flavored water in peach, mint, apple, orange, and kiwi. For the health conscience, we have fortified water, it's a vitamin you drink.

Please call today to discuss the possibilities of water.

Sincerely,

N A M E