

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

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

Re: Persuasion – Use a Referral in a Sales Letter

Dear :

Recently, I met a friend of yours, {name}, who informed me that you might like to partake in the joy she/he has received in the purchase of a new {item}. Yes, {name} is the owner of a {product}. This revolutionary, state of the art product is changing the way that {activity} is done. I recently spoke to {name of friend} about their new {product} and they raved about how much they were enjoying it. He/she said that it had already saved him/her a lot of time and money. Would you like to save time and money? If so, just call me and I would love to talk to you regarding this new product.

Sincerely,

N A M E