TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS: [Receiver Address]**

**EMAIL:** **[Email Address]**

**PHONE: [Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Introduce a New Product in a Letter

Dear **[Recipient Name]**:

Yes, it’s completely true. You can replace your old, worn-out drill press and only pay $810 out of your pocket—but only if you are one of the first five people to respond to this letter.

Let me explain.

Last month, our small company took a big gamble and signed up for a Dynamic KL-100 Drill Press promotion offered directly by the manufacturer. To get in on the special promotion, we agreed to accept 24 KL-100 drill presses—nearly $60,000.

Nineteen were sold—so there are five left. And my boss says sell them now. To move these last five drill presses, I have opted to do something bold, and a little enterprising. I still must be sold to another dealer at wholesale. Instead of doing that, I would rather sell you the drill press at a wholesale price and gain your goodwill. The regular price for a Dynamic KL-100 Drill Press is $6,000. You can buy one of our last six KL-100 drill presses for just $3,285. That’s a savings of $2,715.00! Here’s what you should do now: Pick up your phone and call me at xxx-xxxx. Reserve one of these last six KL-100’s now.

If you’re still undecided, call me. I’ll be glad to answer any questions and fax more information to you. If you want to “test-drive” a KL-100, you can do that, too, here at our showroom. I’ll be glad to arrange a hands-on, no-obligation demonstration.

Don’t delay. If you do, you’ll be giving up the ability of adding a new KL-100 drill press at this bargain price. When these five are gone, the next one we sell will be for $6,000.

I really hope you’re one of the six lucky machine shops that decide to take advantage of this special opportunity.

Sincerely,

**[Your Name]**