TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS: [Receiver Address]**

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

**PHONE: [Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Special Offer of New Customer

Dear Mr. and Mrs. Briscoe:

Welcome to Cumberland & Sons!

Cumberland carries a vast array of product lines, and we know choosing from among them can sometimes be difficult. That is why we are offering you your first order, up to $1,000, free. You don’t even have to worry about shipping.

So take your time and peruse our catalog. Consider trying new products out on your customers. After all, this time it won’t cost you anything, and you may happen upon a profitable discovery. We look forward to your order.

Thank you for the opportunity to serve you.

Yours Truly,