Dear Ms. Williams:

We are pleased that you have chosen our showroom for your furniture purchase. We hope you are enjoying the convenience, quality, and affordability of your new futon.

Isn't it nice to have a piece of furniture that is actually two pieces in one? Even in limited space, you can offer your out-of-town guests a comfortable place to sleep.

Your new futon comes with a special one-time offer. As a special gift of thanks to you, we have ordered four beautiful throw pillows in accenting colors to your futon. They have now arrived and are ready for pick-up. Drop in any time this month to get them.

And, were you aware that we also sell coffee tables? A new shipment in many beautiful colors and elegant styles has just arrived.

I'd like to personally invite you to come and see the selection. I'm sure that we can help you find the perfect table to match your futon.

Sincerely,