

Sample Sales Letter

ACME WINDOW WASHING

227 Gardner Avenue  
Scranton, PA 18501

April 15, 2004

*Serving the Greater  
Scranton Area*

Mr. Raymond Blink  
Owner  
Classic Gizmo's  
173 E. Drinker St.  
Dunmore, PA 18512

Dear Mr. Blink:

How many times have you heard, *"Oh...and by the way—I don't do windows!"* Well, you won't hear that from us. It's what we do. We know that there are more important things for you to be doing than washing windows. SO—*do them*. And call us to do your windows.

ACME WINDOW WASHING  
347- ACME (347-2263)

Take advantage of our **FREE** onsite service consultation. Let us give you a **FREE**, on the spot, **CLEAN QUOTE**. See for yourself why, for over twenty years, so many home and business owners in the *Greater Scranton Area* have turned first to ACME WINDOW WASHING.

From the ground floor to the top floor, we provide the highest quality interior and exterior window cleaning service money can buy—at prices that are hard to beat.

Along with your **FREE CLEAN QUOTE**, we will provide you with a personally tailored monthly window-cleaning program designed to fit your busy lifestyle. With certified ACME professionals on the job you will be doing one less mundane chore. While you go about your business, we'll go about ours. We'll make the world outside your window a brighter place.

SO—don't delay. Schedule your **FREE CONSULTATION** today. Mention this letter and receive a **25% DISCOUNT** on the first regularly scheduled service call of your personally tailored monthly window-cleaning program.

Let us do your windows,

Lance Glassman  
ACME Account Executive

When the world outside looks dirty— *Get Your Windows Washed*  
Call 347- ACME (347-2263)