

# "Tailored Pooche, I Really Want You Back!"

Dear Theresa,

Just like this boomerang, I want you to come back. Some time ago, you ordered a selection of America's Highest Quality Gel candles. But after your initial orders, I haven't seen you.

**Where'd you go!?!?**

I am not sure why you haven't restocked your shelves with Gellite Candles, but I have a couple of ideas.

**1st** The economy hasn't been doing so well over the last couple of years. You are in a vacation type area and people just haven't been spending money on non-essentials. Well, like the enclosed boomerang, things are starting to turn around. I am hearing from a number of customers that they expect this year to be picking up.

**2nd** I have been ignoring you. You made your first purchase of Gellite Candles some time ago and unfortunately, I haven't been paying attention to customers like you that bought from us but then have not returned in a while. As someone that studies lots of marketing materials, this is like throwing the baby out with the bathwater since customers that have bought from you at least once are more likely to buy from you again especially if they were happy with the first purchase.

## What does that mean for you?

Well either way, I really do want you to come back and try Gellite Candles again so I'm giving you an unheard of offer. If you are willing to try out our product again, I will take **31.9% off of our regular \$147 price on our 24 candle package and make the price a nice even \$100**. These 24 candles will sell at **retail at \$323.28**. And if you are willing to take "**Fast Action**", I will even make the shipping a **flat \$10** so you know exactly what your cost will be, but you will have to act fast and order before 2/28/11 to get this special shipping rate. If you do take advantage of the "**Fast Action**" shipping, you will **make a profit of over \$213.28** on this first order with only a \$110 investment.

As you can imagine, I can't do this special every time, and I may even be losing money when you do order these, but I am so confident that these candles will sell in your store, and that you will continue to be a customer in the future, that I am willing to take the risk.

But don't take my word for it. These are comments that we have received from people that have bought the candles in stores just like yours.

The candles are all of pristine quality, and in addition to the gorgeous scents available, they are exquisitely designed and enhance the look of any room they grace.

Rob Bartlett, Farmingdale, NY

These are absolutely the best candles ever. I have allergies & asthma and I am free from any side effects from these candles.

Connie Dawley

Love it.....converted from wax to scented gel approximately 5 years ago. Don't want to go back, ever.

Jeanne L., Johnston, RI

*I received a candle as a gift in October. I just absolutely loved it and got everyone that saw it commented on how great it was. I purchased another one in November and we love that one just as much. We burn it every night on the dinner table and it has been lasting a very long time. I will need to get another one soon and I am telling all of my friends where they can get them as well.*

*Carolyn McCloud, Mentor, OH*

## **With this “Welcome Back” package, can you really afford not to give us another try?**

All you need to do is give us a call toll free at **866-443-5548** or fax back the enclosed 1 time only “Welcome Back” package to get started again. Also, I would really like to get these to you before you get busy with the summer tourist season so this offer will expire on 3/15/11.

***HURRY! Offer Expires 3/15/2011***

Sincerely,

Jim Leuty

P.S. Hurry and call today at 866-443-5548 or fax the enclosed “Welcome Back” package order form to 866-250-4447 so we can re-light our relationship! We really do miss you!

P.P.S. Don't forget the extra “Fast Action” bonus of \$10 shipping which expires 2/28/11, and it saves you over \$50 off of the regular wholesale price on these 24 candles. That works out to more than a 31.9% savings. Otherwise, this “Welcome Back” special offer expires 3/15/2011.

P.P.S. Why not give us another try? What do you have to lose? It's only \$110 for 24 American Made candles that will retail for over \$323.28

P.P.P.S. If this package isn't right for you, give me a call or email me at [sales@gellite.com](mailto:sales@gellite.com) and I would be happy to work up another package with similar savings that's just for you.