

“Olympians Shouldn’t be the Only Ones to Get a Gold Medal This Winter.”

**As one of our premier clients you’ll get
our most amazing opportunity of the year.**

Dear <<First Name>>,

I can hear it now as I cozy up next to the fireplace and turn on the TV with a warm cup of coca in my hands. The beating drums, following by the blaring horns, and that unmistakably Olympic theme song. My wife insists on figure skating, I prefer hockey or downhill skiing. Either way you know we’ll be riveted to our TV screens as this month’s Olympics unfold. I’m sure you will be, too.

But why should all the much earned glory, and more importantly, those coveted gold medals go to those we see on TV? Don’t you deserve your own gold medal this winter? I sure think so. And that’s why I sent you your very own gold medal. O.K. it may not be as fancy as the one of the 84 gold medals that will be awarded this month and I knew I had to do something creative to get your attention. I thought with the Olympics in full force this month, the gold medal was especially appropriate.

Insert appropriate testimonials here.
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**In the spirit of the Olympics we’ll
Donate 10% of all sales to the local
Special Olympics Foundation**

As one of my premier clients I want to give you the opportunity to take part in our biggest <<discounts/savings>> of the year. In honor the Olympics, and only until the closing ceremonies on February 27, 2014, we’re offering Gold Medal savings of <<Go into your offer of

OVER,
PLEASE
→

savings, discounts, bundled products etc>>.

Yours in the Olympics Spirit,

Your Signature

Your Name

P.S. 10% of all our sales will go towards the local Special Olympics Foundation. Just <<call, vist, go online>> to get your <<offer, special, discount>>

P.P.S. As our “Gold Medal” premier clients, you’re getting this amazing opportunity. But remember, this is only good until the closing ceremonies on February 27, 2014.

ABC Business
Insert Logo’s, contact
information, map,
directions, etc.

