

LETTER #1 – SENT OUT DAY 1

Address line 1

Address line 2

Address line 3

Date

A Free Flea and Tick Consultation For [Pet Name]!

Dear [first name],

It's been a while since we saw [pet name] and because it's that time of year when fleas and ticks can do a lot of harm I wanted to give you a gift: a free check up to make certain that [pet name] is flea and tick free and is generally in good health.

There is no charge for this consultation and there are no strings attached and no fine print. This is a free gift because...

We've missed you and [pet name]!

This is Dr. [fname lname] and when I haven't seen a client and their pet for a while I sometimes get concerned and begin to wonder if everything is OK.

You may have been meaning to come in so I'm hopeful that by offering you this valuable (but free!) service it might just give you a friendly nudge to make that call to me on [phone number] and to book [pet name] in.

I've selected a few special clients to get this free gift before my busy time of the year, which is coming up real soon.

[fname], the reason that a flea and tick examination is so important is that it's not just your pet that's at risk but there could also be the nuisance of having to get fleas out of your home once they have infested it having to set off those smelly flea bombs or the expense of having to get a pest exterminator in.

My offer of a free examination, worth \$50, will take less than 15 minutes and while you are here with [pet name] I can also do a quick but thorough general health check up.

But please don't put this off; my busy time is coming up, and I can only keep this offer open until [45 days away preferably end of following month] so I'll look forward to seeing you ... hopefully real soon.

Best wishes,

Dr [fname lname]

P.S. I'd certainly appreciate it if you would call sooner rather than later as I can only keep this offer open to [date] ... my number is [phone] and my assistant [name] will be standing by ready to take your call – see you soon!

To: [client fname lname] and [pet name]

Free Flea & Tick Consultation

Valid until August 31 2010

Phone 5499 9X99 to book

Maleny Animal Health Center
94 Main Street
Maleny QLD 4552 90210
Valued at \$50

With the compliments of Dr [fname lname].

LETTER #2 – SENT OUT DAY 15

Address line 1

Address line 2

Address line 3

Date

Dear [first name],

I'm sitting here looking at your name and scratching my head!

Hi [fname], two weeks ago I sent you an offer for a free flea and tick examination plus general check up (for [pet name] – not you!) valued at \$50 but I haven't heard back from and I can't figure out why you wouldn't want to book the check up - so I'm writing again to just to make 100% sure that you received my offer.

There is no charge for this consultation and there are no strings attached and no fine print. This is a free gift because quite simply, we've missed you and [pet name] and we want to see you again.

It's most likely that you've just got busy and haven't got around to phoning me ... so hopefully this nudge is all you need to call and book your free consultation so that we can both sleep well knowing that [pet name] is 100% free of fleas and ticks.

[fname], as mentioned in my last letter, the reason that a flea and tick examination is so important is that it's not just your pet that's at risk but there is also the potential hassle of getting fleas out of your home once they have infested it ... it can not only be stressful but it can also end up costing you a fair bit of money.

My offer of a free examination, worth \$50, will take less than 15 minutes and while you are here with [pet name] I can do a quick general health check up as well.

But please don't put this off; my busy time is coming up, and I can only keep this offer up until [date] so I'll look forward to seeing you ... hopefully real soon.

Best wishes,

Dr [fname lname]

P.S. my number is [phone] and my assistant [name] will be standing by ready to take your call so please book sooner rather than later as my busy season is coming up – see you soon!

To: [client fname lname] and [pet name]

Free Flea & Tick Consultation

Valid until August 31 2010

Phone 5499 9X99 to book

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94 Main Street
Maleny QLD 4552 90210
Valued at \$50

With the compliments of Dr [fname lname].

LETTER #3 – SENT OUT DAY 30

Address line 1

Address line 2

Date

LAST CHANCE!

A Free Flea and Tick Consultation For [pet name]!

Dear [first name],

This is Dr. [fname lname] and this will be the last letter I send you about my offer of a free flea and tick check plus general health check up for [pet name]. The reason I'm going to make this the last letter is because I don't want you to feel hassled by me but you've been such a great client over the years that I don't want you to miss out on the free examination either.

I've had such a great response to my offer from the other selected clients I sent this offer to and chances are you've been meaning to call so this is my final friendly reminder to phone us here on [phone] and grab one of the last remaining appointment times before the offer closes on [date].

Best wishes,

Dr [fname lname]

PS please make sure you bring this letter with you when you come in ... thanks

To: [client fname lname] and [pet name]

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