**Four-Week Program Reveals How To Easily Avoid Gaining Unnecessary Body Fat Over The Christmas Period While Drinking & Eating All The Good Stuff!**

**In Fact, You Will Even Lose Body Fat!**

**Big Claim I Know, But Just Entertain The Possibility While You Read The Rest Of This Short Letter!**

Dear {customer name}:

How many of these statements are true about you?

* I'm not as {attractive/confident/in shape/or as healthy} as I'd like to be.

* I have the potential to {look better/feel better/be in better shape/ or benefit they want} but don't know where to start.
* I dread the Christmas period and the start of the New Year as I find (I’ve gain weight/body fat/clothes don’t fit/ don’t like what I see in the mirror).

* I wish someone created an easier way to {make me more attractive/make me lose body fat/be more confident/make me not gain so much weight over Christmas/some other benefit/}.

If you answered "yes" to any of the above statements, keep reading because we've got the answer you've been waiting for.

Finally, there is a way to make {looking better/increasing confidence/feeling better/Blasting away body fat} easier for folks just like you.

It's taken {explain hardship, expense, etc. involved in creating this (be specific)} to perfect the process.

Introducing {program name}. This amazing new discovery will change your life forever! Through a specially designed process, {program name} can help you achieve the level of {beauty/confidence/body/success} you've been daydreaming about.

Imagine a new and improved you in less than {insert time frame}.

It can be yours. With only a minimal amount of {time/effort/money-might want to test the word money} you can become the person you've always wanted to be.

Listen to what other satisfied users of {program name} are reporting back:

{testimonial}

{testimonial}

{testimonial}

And you too can experience these fantastic results for yourself.

Because right now, as a special introductory offer, you can get {special offer you're making} for only $xxx. That's $xxxx off the regular price.

Take the {time frame} challenge and you can see for yourself the revolutionary results of {program name}.

At the end of {time frame}, if you're not absolutely convinced that {program name} will {look better/feel better/be more successful/benefit they want} then we'll give you a 100% no-questions asked refund. You just can't lose! Expect those love handles.

To sign up for your free {sample/trial} (call/email/website xxx-xxx-xxxx and tell our friendly team member "I'm ready to {be more beautiful/confident/lose those love handles} with {program name} today."

Plus, if you're one of the first {#} to call - we'll also throw in a free {bonus}, valued at $xxxx.

Sincerely,

{Name}  
{Title}

P.S. Remember, there is absolutely no way that you can lose - except by not taking me up on a free {time frame}-day examination of {program name}. I personally guarantee that you've never experienced anything like this. If you aren't more {beautiful/confident/feel better, etc}, simply tell us and owe nothing. Don't delay.

**Introducing The New {Whizbang Product/Program/Service}**

Dear {first name},

I wanted to write to give advanced notice of a fabulous new (program/service/product) we’re about to launch in the coming weeks/month.

I’m only telling our most valued customers about this exciting new (program/service/product) before anyone else.

That way you can have the first opportunity to take advantage of all the benefits the new {whizbang program/service/product} has to offer, before the general public even finds out about it.

Here’s what makes the {whizbang widget} so incredible:

* {benefit of program/service/product.}
* {another benefit of program/service/product.}
* {one last benefit of program/service/product.}

But that’s not all. I’ve reserved one of these {program/service/product}, at a special price, for you if you contact us via {contact method} by {date}.

That means you’ll the get the first chance to save on this exciting new (program/service/product).

How much of a savings are we talking about?

How does {30%/50% etc} sound?

That’s right, {30%/50% etc} off next week’s public introductory price. And the reason we’re offering such a steep discount is to reward you for being one of our best clients.

Now there’s just one catch. And that is, since we’re making this offer only to select customers, you’ve got to be discreet about this special offer.

So when you come into use the {program/service/product} please keep your {30%/50% savings} off the new {whizbang program/service/product} our little secret.

Looking forward to hearing back from you before {date} and you can take advantage of this fantastic opportunity. As always, we appreciate your business.

See you soon!

Best wishes,

{Your name}

P.S. (add your own sign off here in eg: guarantee, special mention etc.)

**Letter to Contest Entrants/Lead Boxes Etc.**

**You're A Winner!**

Dear {first name},

Congratulations you’re a winner!

You’ve won 2nd prize in our recent drawing for {grand prize}.

The grand prize went to {winner’s name} and {he/she} was delighted.

Sorry, you didn’t win.

But, there is good news! You’ve won the runner-up prize.

You’ve won a {free service or discount on product/service}. You’ll really enjoy {service/product} because it... {explain benefits}.

To claim your prize just contact us anytime between {your open hours} and before the end of {week}

Thanks for entering our contest and we look forward to seeing you soon.

Sincerely,

{Your Name}

P.S. You’ve got to hurry. If you don’t claim your {free service/discount} by {date} it will be awarded to the next runner-up. So don’t wait, bring this letter in today.

Note: This letter is sent to everyone who enters a contest you put on (except the grand prize winner). Running contest is a great way to add names to your house mailing list plus generate a lot more business by using this letter. Lots of people try contests but they forget to harness the most important information they’ve gathered - the names!

## Give Your Friends The Gift of {Benefit Your Service Provides} This Holiday Season

Dear Client (use first name),

I have a problem and need your help.

Just like any other business, our {Health & Fitness Service} needs new clients to stay in business. (Or – grow, expand and improve the quality of our business)

Of course we thought about advertising but that seemed awfully expensive and a little risky.

Then someone here suggested we let a few of our best clients give away our services as free gifts to their friends for the holidays.

So that’s exactly what we’re doing for the next 6 weeks. And here’s how it works:

1. Who do you know that could use {Benefit Your Service Provides}? A friend, neighbour, a relative? Just jot down their name on the enclosed certificate and drop it back into us, or simply email our office with their information.

1. Then we’ll send your guest a free gift certificate for (your offer) {service with high perceived value but little hard cost} (a ${xxx.xx} value) coming from you. (You may recommend that they train with them or it maybe totally separate, bootcamp, free consult etc. You need to make sure it fits your end model or method)
2. There are no strings attached and absolutely no-obligation for your referral to use our services again, or become an ongoing client.

As you might guess, we’re expecting a large response to this offer and I’ve only set aside a limited amount of free {Benefit Your Service Provides} so it’s important that you let us know right away whom you’ve selected.

Just email us now to give us the name of your guest and we’ll take care of the rest from there.

Or if you prefer, simply fill out the enclosed certificate and drop it back to us. Either way, your guest will be treated to a {Benefit Your Service Provides}. {some painful experience your service eliminates} -- while you get to look good and we get the opportunity to expand our business. That way everybody wins.

Thank you again for your continued business.

Sincerely,

{Your name}

P.S. Here’s a special chance to look great this holiday season - give away free (your offer) to a valued friend, relative or a neighbour. Give them the gift of {Benefit Your Service Provides}!

**Special Event Invitation**

You’re Invited To A Free

Neighbourhood {Health Expo/Or Sexier Name}

Dear Neighbour,

My name is {your name} and my {Weight Loss/Health & Fitness/etc} practice is located right here in {your suburb}.

I have actually lived in the area for (Time Frame) and I’m passionate about providing my fellow neighbours with quality information and services in regards to their health.

I’m pleased to say that a lot of your neighbours trust me for their {health & fitness/Fat loss/General Health}.

But I have never had the pleasure of meeting you and your family, yet.

That’s why I wanted to personally invite you to a free {Health Fair} and {Consultation} taking place at {location} on {date and time}.

We have had a great response from people who wish to attend this expo.

Here are what some of our current clients have to say about us.

(Testimonial)

(Testimonial)

Here are just a few of great things we’ve got planned for you and your family:

* FREE {Fitness Analyses}
* FREE {blood pressure screenings}
* FREE {body fat analyses}
* FREE {Leading Health & Fitness Expert (name) will be presenting a 30 minute talk on (add benefits that your prospects want}

Plus lots of terrific door prizes, free gifts and goodies!

We are even giving away a complete Body Overhaul Package valued at ($xxxx).

I really hope you’ll be able to come by and join in the fun. I look forward to personally seeing you there.

Be well,

{Your name}

P.S. Don’t miss all the fun. Starting at {0:00} on {date} at the {location} you and your family are invited to a free {neighbourhood health Expo} with lots of free giveaways and other surprises.

1ST FOLLOW UP LETTER!

Dear {name},

Congratulations!

You've taken the first step to {benefit your product or service offers}.

Enclosed is the information you requested on our {product or service}. I'd like to highlight 3 important points you'll find in the accompanying information:

1. **{Biggest benefit your company provides}**
2. **{100% risk-free Guarantee, etc.}**
3. **{Free trial period, 24-hour response time, etc.}**

Benefits like these are the reason we have so many satisfied customers since {year}. Here's what a few recent customers had to say about their experience:

**"Testimonial" - full name, city, State**

**"Testimonial" - full name, city, State**

I hope once you've had a chance to look over the enclosed information - we can count on you as another satisfied customer.

Please do not hesitate to give us a call at {xxx-xxx-xxxx} . We'll be happy to answer any of your remaining questions or concerns about {your product or service}.

Sincerely,

XXX

P.S. If you'd like to speak to an actual customer, we'll be glad to give you their number when you call, so you can talk to them in person.

**2ND FOLLOW UP LETTER**

Dear {name},

Imagine, for a moment, that it's 6 months from today...

Do you think {a problem your prospect wants solved} will have changed? Or what about your {another nagging concern} - will there be anything different there?

Just recently you asked for more information on our {product or service} and I sent you a veritable mountain of information but then I never heard from you again.

If you had already decided to {get started, sign up, etc.}, you would already see a dramatic difference in your {positive result from your product/service} and even your life.

Just like these recent clients:

**"Testimonial" - Full Name, City, State**

**"Testimonial" - Full Name, City, State**

The truth is, I get comments like these from delighted clients almost every week and I'd love to have one from you, too.

So let me ask you:

Do you want to {question that gets a 'yes' answer}?

Are you ready to {gain another benefit}?

My strong hunch is that your answer is yes and that's why, I want to make taking that next step as easy as possible.

If have any concerns at all - don't worry -- our office has several friendly experts to assist with them.

Or perhaps you're worried about the {objection, another objection or another objection}.

Well, take a look at what clients say about this:

**"Testimonial answering this common objection" - Full Name, City, State**

**"Testimonial answering this common objection" - Full Name, City, State**

Why not call my office today at {xxx-xxx-xxxx} and speak to {name} about taking the next step.

Or if you have any lingering concerns or questions, I'd be happy to speak to you personally.

Sincerely,

XXX

P.S. Remember your investment in {product/service} is backed by our no-questions asked, 100% money back guarantee.