

## YOUR LETTERHEAD

Hello (Customer Name),

Thank you for trusting me with your purchase of XYZ.

You made a very good decision and here is why:

1. (LIST BENEFIT ONE)
2. (LIST BENEFIT TWO)
3. (LIST BENEFIT THREE)

What's more, I want you to know that we're here to if you need assistance or support. Here is how you can contact our customer care representative: (INFO HERE)

You can give us your feedback on our blog here: (LINK TO BLOG PAGE USING PRETTY LINK REDIRECT)

Here's what a few of our happy new owners have shared:

(COMMENT 1 answering biggest objection)

(COMMENT 2 answering objection two)

(COMMENT 3 answering objection three)

One of the questions we get a lot is:

"How do I X?"

We worked hard over the past 6 months to be able to provide a great answer to that question. And since I already know you're the kind of customer who can act when you see something that fits what you need, I'm prepared to offer you a 50% discount as my way of saying thank you for trusting me and becoming an owner of X.

See, my best long term customers are those who get the best results. And the next step to getting those results is to (DO XYZ)

Here's how this will help you immediately:

(BENEFIT ONE)

(BENEFIT TWO)

(BENEFIT THREE)

That's why I feel OBLIGATED to do everything I can to help you get the most results from (WIDGET THEY JUST BOUGHT).

To help you do that, as I said, I'm offering this "Customer Happiness Package" to you at 50% off. But since this is only for my new customers who can take action on something great when they see it, I'm able to offer this discount to you when you act before \_\_\_\_\_.

Sincerely,

Your Name