[DATE]

Contact Name

Address

Address2

City,

Province

Postal Code

**RE: [YOUR COMPANY NAME], HAS RELEASED AN INCREDIBLE NEW PRODUCT!**

Dear [CONTACT NAME],

Are you prepared to be surprised by a new product? We are pleased to announce that we have launched a new and unique product – [PRODUCT NAME] – and are very excited by its [CAPABILITIES/FEATURES]:

[SPECIFY CAPABILITIES/FEATURES]

No competing product comes close in terms of features, ease of use and price.

Please review the enclosed brochure. If you are interested and respond by calling [TELEPHONE NUMBER] to place an order by [DATE], you will be entitled to a special [%] discount on the normal purchase price.

We look forward to receiving your call soon!

Kind Regards,

[YOUR NAME]

[YOUR TITLE]

[YOUR PHONE NUMBER]

[YOUREMAIL@YOURCOMPANY.COM]

IF SENT BY EMAIL YOU MAY INCLUDE THIS NOTICE]

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