

Sample Sales Letter

Stemper's Financial Planning

[Street • City • State • Zip Code]
[Phone # • Fax # • Email • Web Site URL]

September 3, 2007

[Recipient Name]
[Street Address]
[City, ST ZIP Code]

Dear **[Recipient Name]**:

Did you know the cost of attending college continues to rise faster than inflation? Today, the average cost of attending an in-state, public college for four years is \$59,000. By 2016, this cost is projected to increase to approximately \$115,000.

Mr. and Mrs. Smith, the good news is that your family still has plenty of time to plan for these expenses. Even better news is our state's new tax credit for the 529 Investment Plan. You can save for Michael and Eric's college education *and* reduce the amount of tax you owe at the same time.

I know it's sometimes difficult to even think of saving for college, when you're dealing with the expenses of raising a family. College seems so far away. But that time passes quickly, and you have the advantage of being able to save in smaller amounts when you start now. You can open a 529 Investment Plan with as little as \$50. Your minimum investment required monthly is only \$25, and you can set that up through payroll deduction.

Having put several children through college myself, I know how important it is to plan ahead. I don't want you to face that last-minute financial crunch that so many parents do. There is no cost or obligation when we meet to develop a college savings plan for your family. I have enjoyed working with your family over the last few years, and I would welcome the opportunity to help secure Michael and Eric's future as well. I'll call you to set up an appointment in the next few days, or you can reach me at 555-345-7843 or bstemper@stemperfinance.com.

Sincerely,

[Your Name]
[Title]

P.S. I feel so strongly about the importance of early college planning, that I'm offering some extra encouragement. Set your appointment before October 31, 2007, and I'll cover the cost of a FREE family portrait at Arion Studios.



You'll find more sample letters and small business marketing advice at
<http://www.marketing-small-business.net>.