

Evergreen Landscaping & Lawn Care

[Street • City • State • Zip Code]

[Phone # • Fax # • Email • Web Site URL]

Find the Beauty Hidden in Your Yard, With a FREE Virtual Landscaping Session!

[Recipient Name]

[Street Address]

[City, ST ZIP Code]

March 3, 2006

Dear [Recipient Name]:

Have you longed for the beauty of a well-landscaped yard, but felt it was out of your reach financially? Then you'll want to know more about Evergreen Landscaping and Lawn Care's **new** virtual landscaping technology.

We're the first in this area to offer virtual landscaping, so we're asking a few loyal customers to help us test it. How does it work? We load photographs of your yard onto our computer. Then, together, we sit down and build your personalized landscape design on the computer, while you watch and provide input. This virtual session's value is \$500. If you agree to participate during this test phase, you'll receive your personalized landscape plan at NO COST.

We know you may wonder about the cost beyond this initial session. You may, like many people, think you can't afford professional landscaping services. With this offer, you're not obligated beyond the virtual landscaping session. Plus, with virtual landscaping, you can add a tree or subtract a shrub, building a plan to fit your budget.

In addition to this new technology, Evergreen Landscaping *always* offers the following:

- Security that our work meets your satisfaction. We guarantee it, or we'll make it right.
- Savings passed on to you. We're a small, family-owned business. Lower operating costs mean greater savings for you.
- Your unique paradise. With our 40 years of experience, we never take a cookie-cutter approach. We design with each customer's needs in mind.

Remember there is no obligation when you take advantage of this virtual landscaping offer. Save your plan for future use, or put your plan into action now. Just think, you *could* be enjoying the beauty of your new yard this summer. To set up your session, call me at 555-345-7843 or email me at mwilliams@evergreenlandscaping.com.

Sincerely,

[Your Name]

[Title]

P.S. This offer for a FREE virtual landscaping session ends on April 31, 2006. Say "yes" today!

Preview before we plant. . .with new virtual landscaping technology.



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