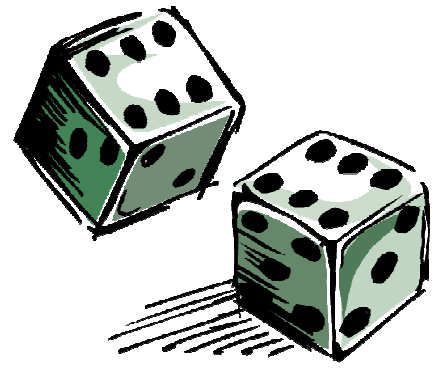


Who Else Wants to “Roll the Dice” for Your Cars Next Full Service Oil Change?



Dear John Q. Prospect,

As you can see, I’ve enclosed a couple of dice with this special letter. This was done for two important reasons...

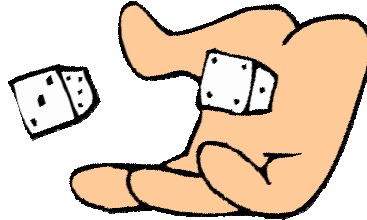
We’re excited to see how lucky you will be when you “roll the dice” for your next full service oil change at Main Street Auto.

Reason #1: I needed a clever way to be sure you read this letter, so I thought including dice would do the trick ...and...

Reason #2: The cost of your next full service oil change depends on what you roll with these two dice. Let’s say you roll and 5 and a 4, you would then pay \$9 for your full service oil change. If you rolled a 1 and another 1, then you’d pay two bucks for your visit. Got it? Relax; we have a drawer full of dice at our office if you forget to bring yours.

Your Free Service includes:

- Change Oil & Filter (Up to 5 quarts non synthetic)
- Lubricate Chassis
- Lubricate Door Hinges
- Top off Brake Fluid
- Top off Steering Fluid
- Top off Transmission Fluid
- Top off Washer fluid
- 21pt Safety inspection



So come on down to the shop (map below). If you’ve never been to our shop, you’re in for a treat. We serve piping hot coffee and hot chocolate (the good stuff too, not the cheap stuff), with fresh, hot popcorn every day. Plus, we have a kids area for your kids to play, and **I guarantee the office is so spotless you won’t mind one bit if you’re kids are playing on the floor.** As a father myself, I know how important that can be.

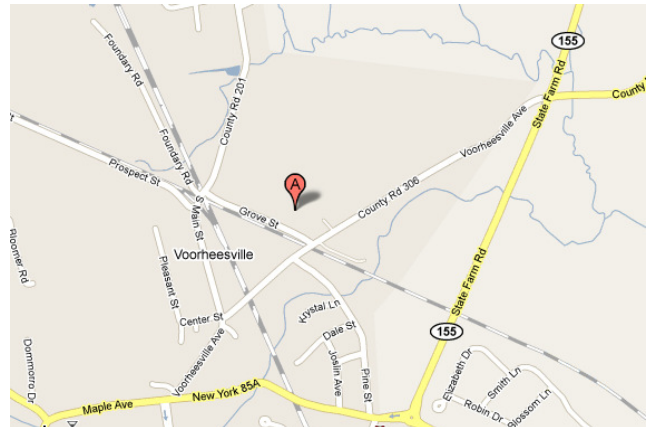
Just be sure you come in by <<DATE>>, because I can’t ‘roll the dice’ on this promotion for too long.

Sincerely,

John Doe

P.S. If you don’t need an oil change right now, just give us a call before [exp date] and we’ll be sure you can “roll the dice” for your next full service oil change.

P.P.S. As you can see, your next full service oil change ranges between \$2-12. However, give one of the die to a friend, family member, or co-worker and you each bring in just ONE die to roll. That cuts your price to \$1-6!



Your logo, letter head, etc with hours, location, phone and contact information.