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Packaging • Display • Price Marking • Inventory Control • Promotional Products

«LongDate»

«ContactName»

«CustomerName»

«FullAddress»

Dear «ContactFirstName»:

I'm Worried About You

I really am worried about you. From what I see it's been awhile since your last order so I thought I would send you this Guatemalan Worry Doll to let you know I'm thinking of you... and heck you may want to tell your worries to the doll and put it under your pillow at night.

But you know worrying isn't going to make anything any better, but I'm thinking this \$80.00 discount I have arranged for you might help.

I know things can be tough right now so I asked my sales manager if I could send you a discount on your next order. She said that would be OK, but frankly her idea of a discount wasn't what I had in mind for you. So we went back and forth a bit and here's what I was able to get for you.

What IS A worry Doll?

Worry dolls are traditionally made in Guatemala. A person (usually a child) who cannot sleep due to worrying can express their worries to the doll and place it under their pillow before going to sleep. According to folklore, the doll is thought to worry in the person's place, thereby permitting the person to sleep peacefully. The person will wake up without their worries, because they have been taken away by the doll during the night. Parents may remove the doll during the night, reinforcing the child's belief that the worry is gone. Some parents involve the child in making the dolls to further increase the psychological benefits of releasing worries.

**When you place any order before xxxxxxxxxxxxxxxx for \$200 or more
I can take \$40.00 off of your order.**

But that's not all...

**If you place an order for \$500 or more
I can double the discount amount to \$80.00.**

Of course, this discount can't be combined with any other special or discount you might have from us and you can only use it once.

I hope the discount I've arranged for you helps, and please remember, even though I needed to get this discount approved by my manager, **I know who the real boss is. You** give me every pay raise I'll ever get. **You** pay for every vacation I'll ever take. **You** pay my rent and **you** even buy my clothes. **I know that you are the real boss** and I promise to give you the very best service possible each and every time. Thank you.

Please call me at 800-426-5708 ext 1313 and I'll be sure you get your \$40.00 or \$80.00 recession buster discount.

Sincerely,

Mark Turner
1-800-426-5708

P.S. Be sure to place your order before xxxxxxxxxxxxxx so I can get you your \$40.00 discount on any order of \$200 or more, and double your discount to \$80.00 when you order \$500 or more.

P.P.S. If I am not in when you call, you can place your order with any of my team members, or leave a message and I'll call you back. I hope to hear from you soon.

Encl.: Worry Doll

«CustomerCode»