

## **“Thank you.”**

Dear <name>,

I just wanted to send you a note of thanks.

There are a few rug cleaning companies out there, but you have chosen our family business, **YourBusiness**, to care for your rugs and keep them clean and healthy for you and the ones you love.

We consider that “care” as an important responsibility of ours, and we are incredibly grateful for the trust you have placed in us to come into your home over the years.

Though running a small cleaning business these days is considered by many as hard physical work with long hours, what has made this a company we are very happy to run is that we have so many wonderful people like you to work with.

So in a day where the world seems more connected to their electronic devices than to real people, I wanted to send a “real note” of thanks to the “real people” who have been a part of the reason why our business is still around despite all of the ups and downs in the economy these past years.

### **I also want to give you something.**

I was recently talking to a company about advertising, and they wanted me to spend several thousand dollars on ads to try to get some new customers.

Surely you’ve noticed how prices have gone up on just about everything. (If you are a business owner then you probably have noticed that even more so!)

I was thinking it over, and I decided that instead of spending that money on strangers, that I would rather spend it on the “friends” we already have here in town.

So instead of just sending a note to tell you that I am grateful, I want to actually back up my words with some action.

### **I’m giving you a gift... well, actually TWO gifts.**

No, it’s not the lottery, and I don’t have a secret back room full of cash, but you may have noticed a \$25 gift card inside this letter. That is an actual \$25 that you can use toward any of our services. This is my small way of saying thanks for your support and loyalty over the years.

This card can be redeemed at any time. There is no expiration date on my “thank you” to you.

## **“What is the second gift?”**

If you use your gift card during the months of **January** and **February** (2018), then **I will DOUBLE the value**. This means if you use it between now and **February 28**, it will be worth \$50 instead of \$25.

Why would I do this?

To be quite honest, right now is our slower season. That was why I was looking at advertising. This time of year people usually are not cleaning quite as much because of the weather and all of the other distractions.

But this is actually the very **best** time of year to be cleaning your rugs for two very important reasons:

**FIRST**, we are all cooped up indoors more with the colder weather. Everything we’ve brought in on our shoes, feet, and paws since the last cleaning is being held in those rug fibers right now. So we kick that up into the air when there is more activity indoors, which can irritate allergies. Also, with germs spreading around, it can make the flu season much longer than it needs to be.

**SECOND**, you’ll save \$50, which is nothing to sneeze at.

You’ll also beat the spring season cleaning rush, and also allow me help to keep our great technicians busy during the slow season so they can take care of their families too. So it’s a WIN for everyone!

Whether you use your gift card right away, or later in the coming year, I do want to genuinely say “thank you” for being one of our wonderful customers that helps us enjoy what we do for a living.

If your rugs need any cleaning, please give us a call at XXX-XXX-XXXX, or email me personally at **youremail.com** to schedule your appointment.

Our family wishes yours the very best.

Sincerely,

**Your Name**

P.S. Giving you this gift, and doubling it in the months of **January** and **February**, is my way of sharing my gratitude to you for choosing our family business for the care and health of your home. Thank you again so much.