

# Project Notes

## ASSIGNMENT

Create a Memorial Day sales letter for Gym Source, a high end gym equipment distributor. The letter needed to encourage customers to reach out to a team member personally

## CREATIVE SOLUTION

I wrote a letter that connects with the customer in an engaging and friendly tone while informing them about exclusive Memorial Day weekend deals on equipment. I ended the letter with a call to action.



Dear [Customer Name],

Happy Memorial Day Weekend! I know you're going to be busy celebrating the holiday with your friends and family, but I wanted to reach out to you personally because Gym Source is celebrating too-and I hope you will join us.

In honor of Memorial Day, we are offering massive savings on all of your favorite treadmills, ellipticals, home gyms, exercise bikes and fitness accessories! I am writing because I want to give YOU the opportunity to snag your dream machine before someone else does, while saving HUGE!

*Are you ready to step your game up?*

For 4 days only, between Friday, May 22nd and Monday, May 25th, I invite you to take advantage of our Memorial Day Blowout Sale. In addition to amazing prices, we are also offering extended warranties for FREE on most products and 0% financing for 18 months.

If you want to make sure that you get the most out of this opportunity, give me a call or drop me an email today. I am authorized to search through all of our distribution centers, store locations, and inbound shipments, which means I can GUARANTEE that I will track down the exact piece you want—at a price that will blow your mind. The sooner you reach out to me, the sooner I can get you hooked up with your perfect piece of equipment. Summer is just around the corner so let's work together to make sure you reach your goals faster.

I look forward to hearing from you!

Name and contact information of individual salesperson