

Direct Mail Sales Letter

[Your Business Name]
[Your Address]
[City, State, ZIP]
[Your Phone Number]
[Your Website]

[Date]

[Business Owner's Name]
[Business Name]
[Business Address]
[City, State, ZIP]

Subject: A Simple Way to Bring More Customers Through Your Door

Dear [First Name],

What if I told you there's a way to increase foot traffic, boost repeat business, and stand out from your competitors, **without** discounting your profits away?

Thousands of businesses have relied on traditional promotions, such as coupons, discounts, loyalty programs; *however*, most of those have become invisible to customers. People are bombarded with the same offers repeatedly and simply tune-out.

That's where digital scratch-off coupons come in.

This is a fun, interactive way to attract and engage customers.

Instead of handing out another generic discount, your customers get to "scratch" a digital card on their phone to reveal a special offer; something **exclusive and exciting** just for them.

And the best part? It works.

Local businesses are using this to:

- Drive new and repeat customers—**without** cutting into margins.
- Increase **engagement**—customers look forward to playing.
- Create **buzz**—people share with friends, bringing in even more traffic.

I'd love to show you how this can work for [Business Name].

Let's set up a quick call.

No pressure, just a simple conversation to see if this makes sense for you.

Give me a quick call at [Your Phone Number] or visit [Your Website] to schedule a time that works for you.

Looking forward to connecting!

Sincerely,

-First name

[Your Name]
[Your Business Name]
[Your Email]
[Your Phone Number]