***Enter the YOUR STORE Testimonial Sweepstakes and..***

**Win An 8x10 Area Rug,**

**Or Dinner For 2 At The City Café!!**

 ***…And That’s Just The Beginning!!!***

*Insert your photo w/area rug*

Dear Friends and Clients,

It has been a real pleasure working with all of you, providing floor covering service for you, your friends and loved ones, and being a part of making your house a “home.”

**I just love it when I hear one of you tell me how pleased you are with your floor covering.** It makes my day when I hear stories about how your new family room carpet is so plush and comfortable that you like to lay down on it to watch TV; or how the new laminate floor in your kitchen has made it bright and warm; or how your guests rave about your beautiful new area rug; or how your new carpeting makes your house finally feel like a home.

***Your stories are my inspiration***. And now…

**I Want To Tell Your Story To The Whole World!**

We want you to help us spread the word about the good things that YOUR STORE has been able to do for you. You’ll have the chance to tell us your story, and have fun doing it! So we have put together the…

**YOUR STORE Testimonial Sweepstakes!**



**How To Enter:**

To enter, just provide a **written** testimonial. You have the option of providing **voice** testimonial, but only if you want to.

**Instructions For Written testimonial**

1. Write or type your testimonial. It can be long or short, funny or serious…this is your story.
2. Each entry must have the following: Name, address, phone number, occupation.
3. Mail or hand deliver your testimonial to YOUR ADDRESS.

**Instructions For Voice testimonial (optional)**

1. We’ve made this super easy for you! We’ve set up an 800# where you can call in 24/7 and record your testimonial. You WILL NOT have to speak with anyone. When you call in a recording will give you instructions.
2. Call 800# FOR INSTANT AUDIO and record your voice testimonial. (You can set up the testimonial line through Xiosoft.com.)
3. That’s it. It doesn’t need to be long; 30-60 seconds is fine! Don’t worry about making it “perfect.” It’s much better to be honest than perfect. Just have fun with it!



**Here are some ideas to get you started on your testimonial…**

* **How your new flooring beautified your home; made your house feel like a “home,” etc.**
* **What your friends and relatives said when they saw your new flooring.**
* **Installation professionalism** (were you impressed with the appearance of your installer, his professionalism, job cleanup, attention to detail, etc.?)
* **Client Service** (Did we go the extra mile for you? How? Was our staff courteous? Were you made to feel welcome when you visited our showroom?)
* **Your worst experience with floor covering** (How did YOUR STOREdo better?)
* **Do-it-yourself/big box stores** (How did working with YOUR STORE compare with a previous do-it-yourself job? Or with working with a big box store?)
* **Education** (How our client education helped you make the right selection. Did you like the free “Design Audit”? Was your salesperson attentive to your needs?)



**Our Grand Prize Winner Will Receive:**

* **A luxurious, brand-spanking-new 8x10 area rug!** (Come by the store to see it in person!)
* **$25 gift certificate for YOUR STORE!**
* **1 Dozen *Cookie Tree* Cookies!**
* **Photo taken for feature story in upcoming newsletter!**

**First-Runner Up Winner Will Receive:**

* **Dinner for 2 at the City Café!**
* **$25.00 gift certificate for YOUR STORE!**
* **1 Dozen *Cookie Tree* Cookies!**
* **Photo taken for story in upcoming newsletter!**

**2nd through 15th Runner Ups Will Receive:**

* **Gift certificate to Starbucks**
* **Photo taken for story in upcoming newsletter!**

Remember! Your deadline to enter is DATE 1 MONTH AWAY. We must have your **written testimonial AND voice testimonial** no later than that date.

Sincerely,

YOUR NAME



**If you have questions on how to use the “Voice Testimonial” 800#, just call NAME OF MARKETING COORDINATOR at PHONE #, and she’ll be happy to walk you through it.**



**Win the Grand prize of a luxurious 8x10 area rug! Hurry And Enter Today!**



**16 Winners In All!!**