

Your Name

Owner Of Your Store

***2nd notice***

**How To**

**End The “Headache”**

**Of Buying Floor Covering**

NOTE: Include a sample packet of Aspirin or Tylenol in the envelope.

**Option #1—**Take two of the enclosed pain-killers every four hours while you schlep from store to store, website to website, wading through the thousands of options, trying to figure out what’s what, losing sleep worrying about ACCIDENTALLY choosing a product that won’t match your décor, or look different once it’s installed, or fall apart in a year (in spite of the promises made by the company).

**OR…**

**Option #2—Call me!!**

 Dear Prospect Name,

 Hi! A few days ago I sent you a letter offering you a “shameless bribe” to gain you as a new client. Since I still haven’t heard back from you, I figure you’re still in the decision-making process.

 I don’t want you to miss this chance to experience my fun, stress-free, “headache” free, *World Class Installation Service*! So I’m sending you this 2nd notice just in case you missed the first one, or were too busy to stop by. Of course, it won’t surprise you to learn that I hope that when you finally make your decision to invest in flooring, that you’ll choose us! To make your decision easier, here are…

**4 Powerful Reasons To Choose Your Store**

**#1. You are protected by my “Zero Regrets Guarantee”**

***If you don’t like it, I’ll replace it…FREE!***

 Here’s how the “Zero Regrets Guarantee” works: if at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

 I offer this amazing guarantee because you’re going to have your new floor for a long, long time, and I don’t want you to have to live with a choice you’ll regret. I want you to be head-over-heels thrilled with your selection. So if you are unhappy with the flooring, I’ll replace it one time free of charge with another style of equal or lesser value. (If the new flooring you select costs more, you simply pay the difference.)

 If you walked into any other flooring store and asked them for a guarantee like this, they will probably laugh and tell you “no way!” So how can I offer such a powerful guarantee? I couldn’t unless I was absolutely confident in the quality of my products and service. I am confident, and you will be, too…I guarantee it!

**#2. I Make The Entire Process Fun, Easy and “Headache” Free!**

 Unfortunately we’ve all heard the nightmare stories about buying flooring. Well, to turn the nightmare into a “dream come true,” I have developed a World Class Installation System. I specialize in knocking the socks off my clients with the most elegant, gorgeous, beautiful flooring they have ever had, **AND** making the entire process fun and “Headache Free”! Here’s what you’ll enjoy during my World Class Installation System:

 **Free Design Audit™—**This is a diagnostic tool that allows my expert floor consultants help you choose the right floor for your decorating taste and lifestyle. They’ll walk you through a series of questions that will help narrow down the thousands of options to the two or three that exactly match your unique situation. They’ll also give you a written, customized “maintenance” plan with their professional recommendations for getting the longest life and beauty out of your floor.

 **You’re kept updated throughout the process—**You’ll never have to wonder what’s happening with your flooring.

 **Installer professionalism guarantee—**Your Storeinstallers are neat, clean and professional. They are guests in your home, and they conduct themselves as such. They respect your home by using wall and corner guards, shoe covers and drop cloths. You’ll receive the highest-quality installation in the business. And after they’re finished, they will leave your home as neat and clean as when they arrived!

**#3 Lifetime Installation Warranty**

 Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why? Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at Your Store. You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

**#4 A Shameless “Bribe!”**

 Even though I offer the finest products and outstanding, “World Class” service, I’m not above offering a bribe to get you as a client. Nope. So here it is:

 Bring this letter to my store by July 17th. After you are given the final price for your selection, whip out this letter and give it to the flooring consultant. He or she will deduct an ADDITIONAL $50 off for purchase over $3000 (or $25 off for purchases below that amount.) This discount will be ON TOP OF any other specials or discounts we happen to be offering on your selected product.

**$0 Down & 0% Interest For Up To One Full Year!!**

Why wait for those beautiful new floors you’ve been dreaming about? You can get the flooring of your dreams…and PAY ZERO INTEREST FOR UP TO 12 MONTHS! I make it easy to experience gorgeous new floors **right now. (NOTE: Change the financing offer if necessary, or remove.)**

**What to do right now—**Bring this letter to Your Store and take advantage of my “shameless bribe,” and all the other powerful benefits you will enjoy as my personal client. (You can also call me at 123-456-7890 and speak to me directly.)

 I’m looking forward to helping you beautify your home with the flooring of your dreams!

 Sincerely,

 Your Name

 Owner, Your Store

 **P.S. You are protected by my “Zero Regrets Guarantee.” If you don’t like the flooring you select, let me know within 30 days and I’ll replace it FREE!**

 **P.P.S. Don’t Delay or you’ll miss out on my shameless “bribe.” Bring this letter to Your Store by July 17th. You’ll get an ADDITIONAL $50 off for orders of $3000 or more ($25 off if it’s less than that). You get this on top of any other discounts or specials I happen to have on your selection.**

 **P.P.P.S. I make the entire process fun and “Headache” free with my World Class Installation System. But don’t take my word for it. Read the enclosed testimonials to see what real, live, flesh-and-blood clients are actually saying about Your Store.**