
Sample Letter for Group Sales

Dear Head Nutcracker,

Ballet Austin invites you to share in the magical holiday tradition, The Nutcracker. For 38 years Austin families, neighbors and friends have celebrated the season by coming together for a night of family entertainment. Over 200 children from the Ballet Austin Academy perform in this production and each night holds a special mystique with our guest Mother Ginger. Last year's Mother Gingers included The Honorable Ann Richards, the invincible Tour de France cyclist Lance Armstrong, and Children's Recording Artist Joe Scruggs just to name a few. Even if you've seen it before, The Nutcracker is always a special gift to share with loved ones and there is no better way to spend time together during the holiday season.

We have tried to make the job of "Head Nutcracker" as easy as possible for you. Simply choose a night you would like to designate for your group. If you want your group to sit in the same section, choose the seating section and price. Fill out the top of the Happy Holidays Form that you are going to circulate, so that people can contact you with questions and know the price of the tickets. When you have collected the forms from your group call, fax, or mail the Group Order Form to Ballet Austin.

Please note:

- 10 or more people qualify as a group.
- The group rate offers savings of about 20% off single ticket prices.
- Upon return of your order form, seats will be held for your group.
- One half of the total amount is due October 15, 2003.
- The balance is due on November 15, 2003.
- Group discounts may not be combined with other discounts or promotions.

All Sales are final.

We hope you, your friends and neighbors take advantage of this offer. Please take a few minutes to review the enclosed materials. If you have any questions or concerns, please call the Ballet Austin Box Office at 512.476.2163 or visit our website at www.balletaustin.org.

Sincerely,

Ballet Austin

From the Ballet Austin Tool-kit

Sales Letters That Sell

Edward W. Werz



Sales Letters That Sell:

Sales Letters That Sell, 1987-02-01 **Sales Letters that Sell** Laura Brill, 1997 This lively book shows salespeople at all levels how to achieve a conversational tone that makes readers comfortable and receptive to their message The book provides 50 sales letter makeovers a series of before and after letters that show salespeople how to turn a dud into a dazzler

How to Write Sales Letters That Sell! Drayton Bird, 1996-10-30 Including over 60 examples of sales letters this guide demonstrates how correspondence can be both persuasive and effective It explains how to time letters for maximum effect how to create offers which will gain a response and how to keep customers reading to the end of the letter *The Ultimate*

Sales Letter Dan S. Kennedy, 2011-02-14 Rev ed of The ultimate sales letter attract new customers boost your sales 3rd ed 2006 **Marketing Through Sales Letters** D. J. Wakefield, 2011-02-19 Your sales letter is your first contact with your

customer A good sales letter is the difference between being a successful marketer and not Sales letters are a craft that must be practiced Marketing Through Sales Letters provides you with sufficient information to feel confident in understanding and ensuring your next sales letter is crafted perfectly **The Ultimate Sales Letter 3rd Edition E-Book** Dan S

Kennedy, 2008-11-18 Write Well to Sell Big In the age of e mail and instant communication great sales copy is indispensable to closing a deal But too many sales letters end up in the junk file or the wastebasket In this new edition of his top selling book author Dan Kennedy explains why some sales letters work and most don't And he shows how to write copy that any business can use Among other things he provides Completely updated text and examples Great headline formulas New exercises to spark creativity The best way to use graphics Kennedy is the most successful highly paid direct response copywriter in the country In this book he shares his step by step formula so everyone can write letters that will nail the sale

Tested Sales Letters Herbert Hall Palmer, 1935 **How to Write Sales Letters That Sell** Drayton Bird, 2002 The right piece of direct mail can produce excellent response rates and have an extraordinary effect on business But why do some sale letters achieve spectacular results whilst others are instantly consigned to the bin This book reveals the secrets of creating successful sales letters Containing examples of real sales letters it includes plenty of advice on what to avoid as well as what to include Key topics are covered such as the secrets of persuasion planning a letter which will get replies creating offers that get responses and timing mailings for maximum effect The Complete Sales Letter Book Rhonda Harris, Ann McIntyre, 1998-03-02 Hundreds of ready to use model letters for handling various sales situations Aimed at the busy sales rep each letter can be used as it is or can be quickly modified to suit The chapters follow the progression of the sales cycle

Direct Mail: Writing Sales Letters that Sell J. R. Yates, 1975 Letters that Sell--and why John Cameron Aspley, 1930
Writing Effective Sales Letters to Supercharge Your Marketing New Thrive Learning Institute, 2016-03-12 Let's face it if you can't write a sales letter you can't sell your products It's a fact That's why we're here to walk you through our proven template piece by piece step by step so that you can emulate it to your hearts content Where do you start in a sales letter

How do you create an attractive headline How do you connect to your viewers in such a way that they can't take their eyes off your site until they've purchased your product We're about to answer all those questions and more The great thing about this is you don't need to go on any extensive copywriting courses you don't need to spend years practicing and there's absolutely no need for you to be an expert or experienced writer in any way As long as you can write in English this template works every time Get this book today and learn how to write effective sales letters and earn extra income online starting now

Winning Website Sales Letters Robert Boduch, 2009-11-01 If you want to sell more online this book is for you Written by an online copywriter Winning Website Sales Letters How To Create An Opening That Pulls Prospects In A Message That Sells Them And An Offer They Simply Can't Refuse is designed to put the persuasive power of words to work so you sell more of your products and services by default Yanik Silver said Winning Website Sales Letters is the real deal If you want a proven blueprint for knocking out powerful web copy that sells I suggest you keep this guide by your computer The resource simply walks you through the whole sales copy process and it doesn't matter if you're a copy pro or newbie Great job Joe Vitale added Get This Great collection wise insights and enough material here to inspire and educate the most seasoned online marketer Jo Han Mok stated Huge fan of yours I don't think anyone has created more comprehensive resources on copywriting than you have U da man And Terry Dean commented I think you did a great job teaching people how to write web copy that sells Winning Website Sales Letters is one of the best manuals I've ever seen on how to write effective order producing copy in simple easy to use steps I highly recommend it to anyone who wants to sell online Sound fundamentals are the secret to selling and this volume covers every necessary element in detail The result You get copy that attracts attention copy that fuels desire and copy that sells like crazy **Sales Letters Ready to Go** Eleanor Dugan, William Bethel, 1995

Every sales letter going out over your name has tremendous power the power to build customer relationships and sell or the power to sabotage all your hard work But finding the time to craft forceful articulate letters day in and day out while excelling at all the other demanding aspects of selling is almost impossible That's why Sales Letters Ready to Go was written to make your letter writing faster easier and more productive You'll find 100 easy to use time tested samples of letters for every selling situation letters that grab your reader's attention in the first line and communicate your message powerfully and persuasively including letters that zero in on and respond to your reader's motivations handle objections by turning negatives into positives and into more sales develop prospects and new customers by identifying and responding to customer needs handle complaints and problems positively without damaging valuable relationships keep existing contacts alive and rebuild old relationships and set prospects and customers up for the close to Great Sales Letters six practical easy to use rules of the road you can use to steer your way along the path to success with your own letters customized to your special sales needs It's all here in one volume all the practical guidance you'll ever need to write winning sales letters every time and a storehouse of samples based on more than 50 years of real world experience **450 Best Sales Letters for Every**

Selling Situation Margaret Coel,1991 How To Write Sales Letters That Sell 2Nd/Ed ,2004-01-01 **Letters That Sell** Edward W. Werz,1987 Outlines the essential features of a successful sales letter provides ninety sample letters and lists useful openings and closings **High Response Sales Letter** Leonardo Felício,2021 Let s face it if you can t write a sales letter you can t sell your products It s a fact That s why we re here to walk you through our proven template piece by piece step by step so that you can emulate it to your hearts content Where do you start in a sales letter How do you create an attractive headline How do you connect to your viewers in such a way that they can t take their eyes of your site until they re purchased your product We re about to answer all those questions and more The great thing about this is you don t need to go on any extensive copywriting courses you don t need to spend years practicing and there s absolutely no need for you to be an expert or experienced writer in any way As long as you can write in English this template works every time *Letters that Pull* Clinton J. Peacock,1946 **How to Write Letters That Sell** Christian H. Godefroy,2016-06 First published in 1994 and now available in paperback a handbook which shows how to incorporate the author s techniques into direct mail letters offering headlines sample letters checklists and special tips and tricks

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