

Dear _____,

Exciting News!! I'll come right to the point. I am in a very special contest right now, and in order to qualify I must have \$1,000 in retail sales in one day! Sounds like a lot, doesn't it? Well, I'm hoping this is where we can help each other:

I am asking all of my preferred customers, family members, and friends to look over the enclosed catalogue. It contains all of our new, up-to-the-minute products!

_____, is THE \$1,000 day! Phone your order to me at _____ . Please leave a message if I am not immediately available. I must have your order no later than 10:00 P.M. As you know, it is my policy to have product on hand at all times and I want to have it for you that day. I will be happy to deliver or mail your order, or you may pick it up at my house. Whichever is best for you.

In return for your support, I will include a special gift with each order. AND... When I reach my \$1000 goal, ONE lucky customer will get their order FREE! If you place an order of at least \$10 with me, your name will be entered into the drawing. For every \$10 spent, you will have your name entered an additional time. For example: \$50 in product would enter your name 5 times, \$100 would enter you 10 times and so on. When I reach my goal, I will draw the winning name and that person will receive their order free!

Check carefully for our newest offerings. As a preferred customer, I would be happy to spend some time with you one-on-one or share an hour with you and two or three friends to select the perfect new "look" for you! I am tickled pink about this challenge! Since it's impossible to contact everyone by phone, I felt writing to you was best. I appreciate you and thank you for helping me achieve my goal! Please feel free to pass this offer on to your friends and family who do not already have a Mary Kay Consultant!
Sincerely,

*VISA, MASTERCARD, AND DISCOVER ACCEPTED *