

Writing Solutions by Julie

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Hi Larry,

We talked about developing an e-newsletter for sales leads and existing customers. This is a great opportunity to reach out to potential customers.

You already have a data base of email addresses and an e-newsletter would help you stay in touch with customers with a soft sell.

There are several ways this could increase business.

1. It could reduce direct mail expense and be leveraged with other online marketing as well as be connected to the website for more exposure.
2. It can increase sales and revenue as it generates leads. Customers can share the information that is in the newsletters with other interested customers.
3. It is a great relationship building tool. It keeps your company in front of potential customers in a way that builds trust and loyalty.

This newsletter can contain several sections.

- Short note from you as president to introduce the newsletter
- A feature regarding pet care in the heat, caring for older animals, etc.
- Testimonials from satisfied customers
- Special events at the clinic
- Ways the company gives back to the community

I will develop, design and write the newsletter, manage the data base and broadcast the newsletter. I can handle the whole process for you.

There are many advantages of using the internet to communicate with existing customers as well as potential customers. I would be happy to set up an appointment to discuss details and how this would be of benefit to you and your team.

I look forward to hearing from you.

Julie Luedtke