

**“You be the judge - if this isn't the best pizza you've ever had –
I'll give you your money back – every penny.**

**Plus, just for giving us a chance, you'll get a
FREE loaf of hot buttered garlic bread, and a FREE garden salad”**

Dear Neighbor,

Hi, my name is *(your name here)* and I've just opened a great little gourmet pizza store in your neighborhood. We make delicious “hand-made” pizza for take-out or **FREE** delivery.

But, since every place claims to have the “best food around” – and even though I have high hopes of earning your trust and confidence – I realize I'm asking you to take a chance on us.

Now, I could tell you all about our fresh roasted garlic, oven roasted peppers, fresh cut pineapple, or our 40 other gourmet toppings – ranging from artichoke hearts to zucchini.

But in the end you have to try it -- you have to taste it for yourself. And, that's why I'll do anything I can to get you to try us out.

So, what I want to do is make you an irresistibly delicious offer – **and I'll take all the risk!**

If I have to give you a **FREE** Garden Salad – I will. If I have to further tempt you with a **FREE** loaf of garlic buttered foccacia bread – I'll do it!

If I have to put my neck on the line with my – iron-clad, money back if you're not absolutely delighted – **100% satisfaction guarantee** – I'll do that too!

So come on, give us a try! Take a look at the menu I sent you -- see which one of our designer pizzas gets your mouth watering – then give us a call.

You'll get **FREE** delivery right to your front door – or, you can pick up. You'll find us at *(your address here)*. *(customize to fit your location)* Just off of Spring Mountain road – right next to Blockbuster Video. Our phone number is *(Your number here)*.

And, if our gourmet pizza doesn't live up to your expectations – if it's not what you expected in every way - just let me know. I'll give you your money back. I'd just love for you to give us a try.

Hope to see you soon – sincerely,

(Your name here)

P.S. Please – take us up on this offer tonight! But definitely before *(date)* . The **FREE** Garlic Bread, **FREE** Garden Salad, and **FREE** Delivery are yours – and as always – if you're not 100% satisfied, your money back – every penny! ©