



Holiday Gift Certificate Sales Letter

(Date)

Dear _____ (Customer's Name)

This is the time of year for special gatherings with family and friends, for remembering acts of kindness and saying thanks, and for wishing one another peace and prosperity for the upcoming year.

For me, it's also a time to thank valued clients like you for letting me help you realize your dream, whether it was buying a home for the first time or building a more financially secure future for you and your family.

Along with my thanks for your business, please accept this \$40 gift certificate for items and services from one of the four Central Connecticut establishments below. Each offers something special: fine in-home dining, home interior design, top-quality gift items, and help with stress and lifestyle changes.

Here are some details to help with your selection:

Gourmet-at-Home Meals (860) 123-4567

If the thought of having a personal chef prepare a delectable meal in your home sounds heavenly, then Gourmet-at-Home is your choice. Owner/operator Gwen Gourmet specializes in preparing meals to your taste and serving them up in style. If you're an over-extended businessperson, a stressed-out parent, a new mother or a would-be party host — with (yikes!) little or no time to cook — let Gwen take over. Whether she's preparing a family spread or club luncheon, all Gwen needs is a fully operating kitchen to do her magic.

DecorStudio (860) 123-4567

New homeowners, veteran homeowners, and anyone who seeks the finest in-home interior decor will appreciate the expertise of DecorStudio owner, Dora Deziner. Dora is an interior decorator whose clients include architects, home-improvement retailers, magazine editors, museum curators, stage

designers and filmmakers. DecorStudio offers the highest-quality home furnishings, including custom window treatments, designer fabrics and trim, wall coverings, decorative painting, upholstery, custom cabinetry and furniture. Dora will show you exquisite fabric samples – available through only professional decorators and designers – and help you choose the right colors and accessories for your home. If one-of-a-kind, custom-designed furnishings are what you’re looking for, a gift certificate from DecorStudio is just the thing.

Petals&Postcards (860) 123-4567

GiftsGalore, Inc. (860) 123-4567

These dual gift shops – owned and operated by sisters Rose and Peony LaFleur – are as unique as their names imply. If you love the scent of fresh-cut flowers or the ever-lasting beauty of the silk variety, you will find both at Petals&Postcards. Along with floral arrangements and plants, you will discover items for all occasions – invitations, baskets filled with gourmet and non-edible gifts, balloon greetings, and more. Petals&Postcards even has a full-scale bridal-consultant and registry service.

GiftsGalore, Inc. completes the line of fine-quality gifts with candles, home accessories, picture frames, corporate gift baskets, just-for-fun jewelry, greeting cards, baby items, stationery and the beloved Bearington Bears! Not only will you find the perfect item for gift-giving, you also won’t leave the shop without buying something for yourself.

Quality-Life Adult Care (860) 123-4567

Major life changes can be unsettling for an elderly loved one. If you have an aged parent or other family member who is having trouble coping with a debilitating illness or adjusting to an overall loss of independence, he or she may need professional counseling. Nancy R. Enne, B.S.N., M.S., is a licensed nurse with a degree in psychotherapy/counseling. Her specialty is helping adults understand and manage the transitions in their lives. Critical staffing shortages among healthcare providers leave many people without the kind of counseling they need during and after a hospital or nursing home stay. This long-term problem has made the demand for services like Nancy’s greater today than ever. If your loved one could benefit from Nancy’s expertise, adult-care counseling might be the best gift you could give.

Whichever gift you choose, I know you will be delighted. Simply call or drop into the establishment of your choice. Be sure to present this letter for your \$40 savings.

My best wishes for a happy holiday season and a financially prosperous New Year.

_____ (Gift-giver’s signature)

Financial Advisor

(Business or Agency Name)

NOTE: The sales letter originally was written as a holiday gift certificate from a former financial advisor to her clients. However, the names of the business owners and their establishments and their contact information are fictitious.