

How Much Money Could Your Business Make with 10,000 Eager Brides Ready to Buy Your Services, Delivered on a Silver Platter?

[date]

Dear Wedding Business Owner,

You are feeling the pinch of the recession, aren't you? Most couples are "downsizing" their weddings – they simply aren't spending like they used to, and it is probably eroding your bottom line profits. You aren't alone. Everyone is being affected by the recession. But not everyone is willing to take action to fix it.

That's where we can help. We want to help you boost your bottom line, and that is why you will want to hear about this opportunity to put your company in front of tens of thousands of brides to be – affordably, to boost your sales and profits.

You want to spend your marketing dollars wisely. After all, you marketing budget is an investment, and you expect great visibility and of sales as a result. **Sales are the only thing that will add to your bottom line** and help your business weather this recession, and we can help you increase sales.

Because you are one of our preferred vendors, you have access to an exclusive, but limited time opportunity that not everyone in our industry will have access to.

If you aren't aware, our company produces a national magazine called The Prestige Wedding Planner, published just twice a year at the times when the maximum number of couples plan their weddings - purchasing services like yours.

We have been holding a contest in which the winning bride gets over \$35,000 in wedding services, and that promotion **has gotten over 10,000 responses and counting!** Everyone who registers for a chance to win gets a free copy of our Prestige Wedding Planner Magazine, which normally retails for \$19.95. The grand prize drawing will be held on National Television in December, with incredible media coverage planned.

What this means to you is that you now have an opportunity to quickly and affordably showcase your product or service to at least 10,000 brides and buyers, and countless more who are drawn in by the media exposure of the drawing!

We also operate three popular wedding websites that get an incredible amount of traffic from brides searching for wedding related vendors like you. The sites are:

- www.thePrestigeWeddings.com
- www.WinAWedding2010.com
- www.PrestigeWeddingPlanner.com

For a very limited time, we are offering a promotion that makes it very easy for you to get your ad in front of these eager buyers and take part in this Special Event. From now through [date], if you invest in a display ad in Prestige Wedding Planner Magazine, we will also prominently place your ad on all three websites as a "preferred vendor" *at no additional charge to you!*

Not only are the website placements absolutely free, but your magazine marketing investment has been reduced significantly. Our rates normally begin at [\$X], but for a limited time, you can get started for as little as [\$Y], but you must not delay.

We are only making a limited number of these special ad rates available, and they will be snapped up by smart business owners who understand that *taking positive action by investing in their business with smart marketing* is the only way to neutralize the effects of the recession.

If you want to improve you bottom line this year despite the recession, then this is the marketing opportunity that you have been waiting for.

Ready, Willing, and Able Buyers Are What You Want and Need

Not only can we position your ad in front of 10,000 or more brides eager to plan their wedding (and who desperately need quality vendors like you) but your company will be exposed to countless more via our three high-traffic websites, free! Each site gets approximately [X] unique visitors per month, and every one of these is a potential new customer for you.

And if that weren't enough, for the first 100 businesses that respond, you get an extra bonus! We have made special arrangements with one of the best display ad marketing experts and copywriters in the country, who has agreed to provide *a written display advertisement critique at no charge*, and they have generously agreed to extend a \$200 dollar credit towards display ad copywriting services so your ad gets the maximum response possible. But only for the first 100 business owners who take advantage of this incredible special.

So you have a choice. Do nothing, and get more of the same – shrinking sales and revenues. Or take matters into your own hands and make a smart marketing investment by putting your ad in front of people who are ready, willing, and able to buy. When you do, you'll get a free ad on all of our popular websites, as well as a free display ad critique, and a \$200 credit from Clear Path Marketing & Copywriting so your ads really shines, so it gets the response rate that you've always wanted.

We can't make it any easier or more compelling for you to act. Now is the time to act. There are three easy ways for you to take advantage of this limited time promotion. You may call us at [xxx.xxx.xxxx]. You can also print out and fax back the included response form, or you can sign up online at [www.prestigeweddingplanner.com].

Sincerely,

(Signature Image)

Title

PS: The number of contest entries and magazine recipients is growing quickly! Your investment might *be worth double* by the time we publish our next issue, but you must lock in your spot quickly!