

Dear _____ Professional,

My name is _____. I'm the local _____ Independent Associate, and I'm writing you with a special offer that I feel will add great value to your business -- with zero added effort on your part.

See, I'm sure your clients deem your services to be top-notch, right, or they wouldn't continue to come to you? And, your business is largely based upon referrals, so your value in the eyes of your clients is **vital** to your success, yes? So, the question becomes:

How do you increase your value to your clients so they not only keep coming back, but also willingly – enthusiastically, in fact – refer you to their friends, family, and co-workers?

I believe you'll find my suggestion to *dramatically* assist you in this area... requiring **no** added work on your part.

Here's the situation: Although _____ is a highly-acclaimed (provide brief example of accolades), well-established (since _____) _____ company, our one-of-a-kind products are not available in stores. This means a lot of people are getting potentially sub-par products... simply because they don't know a comparably-priced alternative exists.

The win-win-win solution: I'd like to request permission to place brochures (**just like** I've enclosed) in your common area(s). Then, I'll just stop in every-so-often, check the "inventory", and replenish as needed.

This professional brochure provides:

- a ton of health and wellness information
- your clients the opportunity to learn about a high-quality alternative to over-the-counter products, with absolutely no pressure to **buy** anything

What does this mean for you?

- A higher degree of perceived value, as a health and wellness professional who supports them in their efforts to sustain a more healthy lifestyle
- A greater number of repeat and referral clients because everybody **loves** to refer those they care about to professionals who they feel genuinely care about and support them in their lifestyle choices

Now, I know you're busy, and your time is valuable, so I'm not going to ask for yet one more interruption in your day (aka an appointment); you have clients to care for. I'll just give you a quick call in about a week to touch base, answer any questions you may have, and, if agreeable, make arrangements to drop in with brochures.

Thank you, in advance, for your time and consideration. I look forward to visiting with you soon... and our opportunity to partner in adding value – and longevity – to your clients.

To your success and prosperity in 201____...

Name

Phone Number

(Add professional headshot of yourself)

P.S. I encourage you to take (if your company offers a free giveaway). It's available to every client. (The same one available to your clients.) No obligation. No Phone calls. The results are yours to keep. ☺

Your web address