**KISS Letterhead**

**\*\*** Their Name; Esq.

1122 Boogie Boogie Ave.

Anyplace, Anywhere USA

1-800) XXX-XXXX

Today, Month, Year

Dear *(Real Name)*,

 If you want to *(OS2 Engaging Value Statement),* *(2nd OS2 Engaging Value Statement)* and *(3rd OS2 Engaging Value Statement)*, then THIS may be the most important note you will read today!

 Hi there, my name is *(Your Name)* and I’m a *(Professional, Expert Whatever Solution You Provide - Title)* who has created a new *(Noteworthy Speech, Presentation, Product, Solution)* that *(Serves & Solves a Pressing Pain They Face)* and I’d LOVE, Absolutely Adore the opportunity to share this *(Program/Solution)* with your (Group, Organization, Club… etc)!

 Here’s the deal, for a limited time, because *(Good Reason)* you can *(Short Benefit)* and *(2nd Short Benefit)* from *(Program, Speech, solution…)*! - I’ll explain how in a moment but FIRST, here is what your *(members, attendees, guests)* will learn from *(Your “offer’s” presentation name)*!:

* Bullet Benefit – What They Will Get as A Results of Your Presentation and Solution!
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Grab your Totally FREE information kit that includes *(whatever it includes)*, *(whatever else it includes)* , and zero pressure information on how to *(engage/have/hire your [FREE] presentation/solution)*, simply hit REPLY to this note/email [or reach out with you best info by phone or text! (123) 456-7890] and I’ll happily pop over your *(Killer Free Info & Gif)* information will be rushed right out to you first thing. - Call or Reply NOW!

Sincerely,

Your Name Here

“Speaker, Title, Expert Status!”

**PS**

*(Reiterate SIMPLIFIED offer and value WITH ‘urgency’!)*, so Respond As Quickly As Possible To Assure Your Amazing *(Killer Presentation/Solution)* For Your *(Group/Guests/Attendees/Family of Members)* NOW!

*Moniker & Business Name! | Address: Street or PO, Your Town, City & State and Postal Code*

*p: (123) 456-7890 | e:* *YourName@YourWebsite.com* |  *w: YourWebsite.com*

**\*\* NOTE:** *OPTIONAL Formal Recipient Address at Top*