## SAMPLE SALES LETTER

**[Senders Name]**  
[Address line]  
[State, ZIP Code]

[Letter Date]

**[Recipients Name]**  
[Address line]  
[State, ZIP Code]

**[Subject: Normally bold, summarizes the intention of the letter] -Optional-**

Dear [Recipients Name],

We know that you've been looking for that perfect cake to have at your child's birthday party. The one that will make his or her eyes glow with wonderment and appreciation. The Good Baker has finally completed and is ready to show off our new line of birthday cakes for this year! We have added many more themes and flavors from which you may choose! We're sure to have just what you need.  
  
So for that particular occasion, there is no place better to get your cakes from than The Good Baker, especially now that we've revamped our product line. Place an order now!

Sincerely,   
  
[Senders Name]  
[Senders Title] -Optional-

[Enclosures: number] - Optional -   
cc: [Name of copy recipient] - Optional -