

Tuesday, May 18, 2004

Jane Doe  
Jane Doe Real Estate, Inc.  
123 Main Street  
Anytown, US 12345

Dear Ms. Doe:

Many of today's successful businesses such as yours have found value in recognizing and rewarding its employees and clients. The return on such an investment is increased morale, loyalty and stronger business relationships. Longaberger®, America's premier maker of handcrafted baskets, can offer you the opportunity to enhance or initiate such programs by offering made-in-America Longaberger products.

Longaberger makes a wide array of beautiful baskets, pottery, wrought iron and accessories. Most people who receive a handmade Longaberger Basket® keep and treasure it as they would a piece of fine china or silver. Fortunately, however, a Longaberger Basket is much more versatile. Your employees and clients can display their gift from you or use it as a functional part of their everyday lives at home and in the workplace. In addition, Longaberger Baskets are collectibles and since they are not available in retail stores, they are cherished that much more.

Longaberger products are perfect gifts for:

- |                           |                         |                          |
|---------------------------|-------------------------|--------------------------|
| • Employee promotions     | • Incentives            | • New customer/client    |
| • Anniversaries           | • Holiday gifts         | • Birthdays              |
| • New employees           | • Convention gifts      | • Gift for guest speaker |
| • Special recognitions    | • Employee of the Month | • Amenities              |
| • Customer Service Awards | • Special occasions     |                          |

As an Independent Longaberger Sales Consultant, I can offer you a variety of products in different price ranges that are sure to meet your needs and please those who receive them. If you choose to customize your basket, I can offer a choice of six engraved, brass weaving splints.

I hope you will agree that Longaberger can make a lasting and meaningful contribution to your company, employees and clients. I would be happy to meet with you in person, demonstrate for you the quality workmanship that goes into every Longaberger product, and help you design a personalized gift-giving program. I'll call you within the week to discuss ways in which I can help you meet your gift and incentive goals.

Sincerely,

*Your name*  
Your Longaberger Consultant  
Email: *your email address*  
*Your phone number*

enclosure