

# Welcome and thanks for visiting «BusinessName1»

«FirstName» «LastName»  
«Address1» «Address2»  
«Suburb» «State» «PostCode»

«Date1»

Hi «FirstName»,

Just a quick note to say thanks for visiting «BusinessName1» a few days ago. You'll find that we not only do fantastic hairstyles, but we 100% guarantee that you'll be absolutely delighted with all our products and services.

Here are just a few of the extra services we provide ...

- Award winning makeup
- Gift certificates for that someone special
- Micro-dermabrasion and other advanced skin therapies

«FirstName», we have also included you in our «BusinessName1» **Platinum Club**. This club is similar to a frequent flyers club. You'll find that every \$20.00 you spend in the salon earns you 1 point and when you reach 15 points you qualify for the first of your bonuses.

All your points are automatically recorded on our computer system, you can check your points balance when you ring up to book an appointment or when you're settling your account.

Points can be used to purchase any full price service including facials, massages, and nails or even products. However, you must have the full amount of points to pay for the service. When you qualify for a reward just book your appointment as usual, and when you settle your account just let your therapist know that you would like to pay with Platinum Club points.

«FirstName», we're also giving you **\$100.00 extra value! That equals 5 bonus points** just to get you started in this great club.

**That means your new points total is «Points»**

We look forward to seeing you again,

The «BusinessName1» Team

PS. Points are valid for 18 months from <date> so make sure you come in and get pampered.