Portfolio: Sales Letter Sample

The letter below is a sample of sales letter or direct mail writing. It starts with a strong headline to create interest, and proceeds to *woo* the reader to visit this new place in town. Of course, this could be crafted around your product or service.

Its purpose is to create an image in the reader's mind and an excitement, an urgency even, to visit this wonderful new restaurant with its superb creative and organic cuisine, as well as its romantic and peaceful interior.

In terms of your business, this letter would have a call-to-action that included your offer and testimonials from your past clients. It might also be much longer than this letter depending on your product or service and how successful you have been in attracting clients with sales letters or direct mail.

AGRODOLCE in WALLINGFORD

Bold Mediterranean Cuisine with a Sicilian Twist!

Award-Winning Chef!

What are we waiting for!

Dear Madeline,

It's no secret that you are a total ***foodie***. You, more than anyone I know, appreciate great food and great restaurants. Your very impressive resumé of fine dining establishments stretches from one coast to the other – from Tom Colicchio's ***Craft*** in Los Angeles to Danny Meyer's ***Gramercy Tavern*** in New York. You know your chefs and your wines. You are quite a sophisticated diner!

WHICH IS WHY I think the next restaurant on your list should be ***Agrodolce's*** in Seattle's Fremont neighborhood. Marc and I just discovered this completely fabulous place, and, of course, ***we immediately thought of you***!

Agrodolce is the latest ***Maria Hines*** restaurant. You might remember her other place, Tilth, in the Wallingford neighborhood, which was the first restaurant in Seattle to feature a certified organic menu using only fresh local ingredients, and only one of two in the entire country to be certified at the time.

The ***New York Times*** named ***Tilth*** one of their ***top ten restaurants in 2008***.

Hines was also a contestant on Iron Chef in 2010 and won the challenge against Chef Mori Moto! You can watch a clip of it on their website!

So, anyway, Marc and I were in Fremont looking for a place to eat, and almost walked right past this place. BUT the ***incredible aroma*** made us literally turn around and walk back! It took us about two seconds to decide to go in.

The first thing that caught my eye was the redesign from the former restaurant. You might remember it as the 35th Street Bistro. The bar area has been expanded and is now open with the rest of the room. It looks like a great place to come for a late night drink, or after a movie. ***It's got a very hip vibe.***

There was an interesting series of paintings on one wall by a local artist, which reminded me very much of your own work with acrylics. Large canvases of bright thick paint, Chihuly-like abstracts in a variety of color palettes – blue, yellow, green. Bold!

The other thing I really loved about the interior was the long bench along the street-side windows with cushions and pillows, very tasteful décor all around. It is elegant, yet not too formal. Perfect for a romantic lunch over wine, or a quiet dinner.

Yes, OK, nice interior, BUT WHAT ABOUT THE FOOD?!

So, *OK, YES*! Let's talk about our lunch!

I know that your standards are high, and that you are looking for both excellence and creativity in a menu. You appreciate exciting dishes that blend flavors in new ways. This place promises those things.

Just to back up a bit, this restaurant specializes in ***Southern Italian Coastal*** cuisine. It seems that ***Hines was invited by the U.S. State Department*** to participate in a goodwill exchange with Italy, where she studied and exchanged ideas with ***chefs from Sicily***. This restaurant is in part the result of this inspiration. So until you get a chance to visit Sicily,

which I know is on your bucket list, perhaps a meal here will serve to get you thinking about that again!

But back to our lunch!

Since we were just having a quick lunch, we skipped the appetizers (which looked amazing), and we both opted for a pasta dish. Mine was the special pasta of the day -- ***"Wild Fennel Mafalde con Sarde."*** Doesn't that sound alluring?

Mafalde is the pasta type, a short thick curled pasta, a bit like the noodles in lasagna. "Sarde" means sardines, which is a popular ingredient in Mediterranean coastal cuisine. However, the flavor of the sardines was not overpowering, but rather quite subtle. The pasta was topped with lightly grilled chanterelle mushrooms.

It was just so damn good! The perfect portion, an incredible blend of flavors and textures, all paired with a chilled glass of Pinot Grigio…heavenly!

By the way, all the pasta at this restaurant is not only fresh and hand-made in house, but the flour is milled in house as well from locally grown wheat!

Anyway, Marc's dish was also a hit! ***"Durum Spaghetti & Clams."*** Yes, the name needs work, I agree. In fact, I didn't choose it because it didn't sound terribly exciting to me. But boy was I wrong about that!

His dish of perfectly cooked spaghetti pasta was in a sauce of fresh mint, castelavano olives, and pickled chili, beautifully topped with Taylor Shellfish steamed clams. …***WOW!*** The ***freshness*** of the mint and the kick from the chili – it was ***surprising*** and ***delightful*** and just plain yummy! That's what I'm getting next time!

Recent reviews seem to agree with my assessment of these creative dishes. I love this one:

> *"One of the most stand out parts of this meal was the way the littlest flavors and smells popped. I could smell and taste a citrus in my pasta, but couldn't quite put my finger on it. Everyone was talking about the interesting textures, scents of flavors they were finding in their dishes. Talk about party in my mouth!*
>
> *So yeah, it was a freakin wonderful meal. Go eat there. Just trust me, go eat there."* ***Sarah D., Seattle***

Another reviewer noted the service, which I know is also very important to you when you eat out:

> *"Just off Fremont Ave. it's actually a bit of a hidden gem. Food is fantastic. My fiancée got the bluebird rotini with the meat sauce and I got the Rigatoni with wild boar. Their house-made, hand-made pasta is cooked perfectly. The sauces really made the dish, though. Quality ingredients and the right cooking*

technique (whatever that may be). The house red wine was great for a house red.

What really made me want to write this review was the service, very attentive, knowledgeable and friendly. Luke, our waiter had the right mix between professional and personable." ***David A., Seattle***

So, Madeline! We MUST go there! Soon! Please say yes!

If you don't just absolutely love this place, the food, and the wine (oh, I forgot, great wine list too!), then the next dinner is on me at the restaurant of your choice. (I'm counting on not having to do that).

You have treated me to so many wonderful dining experiences, please let me return the favor and introduce you to one.

CALL ME!
My calendar is completely open this week.
I'll be waiting to hear from you!

Mary Kay