

ELIMINATE RISK & WORRY

Letter

[Date]
[Name]
[Company]
[Address]
[City, State, Zip]

Dear **[Name]**,

THIS INFORMATION COULD SAVE YOU TIME, MONEY, AND ELIMINATE THE RISK & WORRY.

Just stop for a moment to consider what crime and fire damage could do to your business. Replacing stolen office equipment could cost your business substantial dollars and countless hours of down-time. Vandalized files can take weeks to reconstruct and just one fire could put you out of business.

At **[Your Company]**, the sign of security to hundreds of satisfied customers in **[Area]**, we protect what you can't afford to lose.

For businesses just like yours, **[Your Company]** has recently introduced a special security package designed and priced for the safety and protection of your assets, personnel, and your most important commodity - your customers. This program will:

- Save you money - a system designed for the greatest degree of protection with minimum impact on your budget.
- Guarantee your satisfaction - **[Your Company Discount Program]** (*example might be "a six-month money-back guarantee if you are unhappy with our service."*)

This program is unmatched by any alarm company because **[Your Company]** is unmatched in the industry!

Your security is our business. Call **[Phone Number]** today and we will arrange for a no-cost security analysis of your premises and present our quality program which will provide your business with the expertise and professional security attention you expect!

Sincerely,

Security Consultant