

November 4, 1994  
12:28 AM

TO: «Name»  
FROM: Larry Miller

Dear «Name1»,

As you can see, I've attached a penny to the top of this letter. Why have I done this? Actually there are two reasons:

1. I have something very important to tell you, and I wanted to make sure that this letter would get your attention.
2. And since what I'm going to tell you about concerns how you can get convenient, crisp-tasting, clean water in your business for just pennines, I thought that using a penny as a little financial "eye-catcher" was especially appropriate.

Here's what it's all about:

If you and your employees would like to enjoy the convenience "bottled-water" in your business, then here is a 100% guaranteed way for you to give it a try FREE for 30 days.... without the hassles of big, heavy bottles.

That's right.

Great bottled water taste and convenience without the bottle.

This revolutionary new "bottle-less" water unit will give you all of the benefits of bottled water without the hassles of those heavy, huge, clunkin' bottles.

And you can try it FREE.

Here's the deal: if you qualify, you can try our handy "bottle-less" water units in your business at no charge for 30 days.

If you're not totally pleased with the convenience of your new "Bottle-less" water system, just cancel in the first 30

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days.... we'll take it back, and you pay nothing.

Am I crazy to make an offer like this?

Maybe so.

But that's how I've been doing business for over 17 years. The way I figure it is, if my "bottle-less" water cooler doesn't live up to your tests.... it's MY problem.

I honestly believe you'll love the great taste and the convenience of your own "bottle-less" water cooler.

To arrange for your FREE 30 day trial, pick up the phone and call Linda today at (913) 384-4561 to see if you qualify.

Or, if you'd simply like more information, fill out and mail the enclosed reply card and I'll send you a free information kit that tells you about our "bottle-less" water unit.

Why not mail back the reply card today, while you've got it handy? Or you can call Linda at (913) 384-4561 to arrange your FREE, no-obligation 30 day trial.

Yours For Great-Tasting, Hassle-Free Water,

Larry Miller

P.S. Remember, if you're serious about wanting to enjoy the convenience "bottled-water" (without the hassles of bottles) then here is a 100% guaranteed way for you to give it a try FREE for 30 days.... without the hassles of big, heavy bottles.