

Ms. Rosy DeHoyos
Creative Concrete
14743-4 Old Bandera Rd
Helotes, TX 78023

Dear Ms. DeHoyos:

My name is Mary Ellen Najar, and my husband, Jack Najar, stopped by your booth at the Texas Home and Garden Show this past weekend and visited with your associate about promotional ideas for your business. We all know that the economy is upper-most in every business owner's mind, and marketing dollars are tighter than ever. But those who stop marketing altogether are the ultimate losers in this kind of economy, because people forget all about them!

Our products can best leverage your valuable marketing dollars for the most impact. The product we recommend for Creative Concrete is a leave behind item that will turn your time giving a free estimate into a *valuable opportunity* to remind your client again and again of your services. As your future client makes their remodeling decision, chances are they'll measure and re-measure the area they are considering. *So wouldn't a tape measure **with your name on it** come in handy?*

Every time they measure for that project, or for anything else, they'll be reminded of you. Even if they lose your project estimate, or set it aside for a few months, they'll have that tape measure to remind them of you over and over again.

I am the owner of Digital Decorators, a Sublimation Printing and Promotional Products company in New Braunfels, Texas. I have access to thousands of promotional items – virtually anything you can think of to promote your business and get a jump on your competition. I'm happy to work with you to develop your promotional ideas into a working marketing plan. I can even provide apparel for your sales staff and installers.

As an incentive to Creative Concrete I would like to extend a discount of 20% off of your first order until February 28, 2009.

Please call or email me if you need any additional information or would like to discuss this promotional idea. I will follow up before February 28 when the incentive expires to see if this or any other promotion would work best for you.

Regards,
Mary Ellen Najar
830-832-0109
Owner
Digital Decorators, Inc
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e-mail: info@digital-decorators.com