

FIGURE 3.5 *Cover Letter*

OPEN RANGE LANDSCAPING

1234 River Road, Missoula, MT 99876, 406-555-5555
www.openrangelandscaping.com

September 27, 2007

Kevin Holmes
4545 Prairie Lane
Missoula, MT 99876

Dear Mr. Holmes:

- A** Welcome to the neighborhood and congratulations on the purchase of your new home! We know you're busy moving into your new home, and we'd like to ease your mind about the landscaping around your house. Enclosed is a brochure for Open Range Landscaping that details our extensive services.
- B** Open Range Landscaping specializes in residential landscaping needs. We have landscape architects available who can draw up plans to be as simple or as elaborate as you choose. Our prices are the most competitive in the community, and we offer a 100 percent satisfaction guarantee! Our aim is to provide you with the most beautiful scenery around your home at the most affordable prices.
- C** Please take a look through our brochure and call us today for a free consultation.

We can be reached at 406-555-5555, or you can email us at openrange@powerhouse.com. You can also visit our website at www.openrangelandscaping.com. We look forward to helping you make your house your dream home!

Sincerely,

Tom G. Roots

Tom G. Roots
President, Open Range Landscaping

A: The introduction tells the reader why he has received the letter—he just bought a new home and probably needs new landscaping.

B: This paragraph provides some main points the writer wants to stress to the potential customer.

C: This paragraph tells the reader what to do with the information he has received. This paragraph also provides contact information.