Name

Professor name

Subject

Date

Step 1: Plan of sales letter

The audience of the letter include young male and female having ages between 18-40 years. They are target of the product because the machine can be used by them for best gym substitute. The machine can be used by them for doing gym at home. The reason for selecting this age group is the fact that people between 18-40 years are more inclined to do workout. They want to look smart, active and attractive because they are moving in society and wants to develop a good impression. Youth is more concerned about their looks and also ready to invest in their grooming.

The list of information include;

* Thanking the customer.
* Information about the specific age group selected for the product.
* Addressing both male and female customers.
* Explaining the product and its benefits.
* Explaining the user-friendly nature and easy installation.
* Explaining how the product is a better substitute than going to gym.
* Talking about cost and time effectiveness.

It is important to write in the letter about the product features and benefits because it will have direct impact on the customers. By highlighting the positive aspects of the machine it is possible to create attraction for the customers. By mentioning some immediate effects such as energy boost and high efficiency will create positive feelings among viewers.

Step 2: Sales letter

Dear Customer

Addressline  
[State, ZIP Code]

Subject: Sale of Best Home Gym

I want to inform you about our exercise and fitness equipment ‘Best Home Gym’. It has always been a pleasure to serve our valued customers. I hope you will like the product and it will fulfill your needs. Our company offers a manual for setting the machine and follows guideline for best results. Best Home Gym has won many prizes and is recognized by health and lifestyle magazines.

I would like to explain you that Best Home Gym is a hot selling machine among youngsters who are aspiring to maintain physical fitness and healthy lifestyle. The product is well-suited for the customers who want to do gym at home. The best thing about this machine is that you will save money and time because you wont have to visit gym daily. The idea of Best Home Gym is to offer convince to the customers by helping them in meeting their daily fitness goals. Having Best Home Gym at home will encourage you to spend some time with it. Best Home Gym is well suited for male and female customers.

Best Home Gym offer numerous benefits to the customers including fast ways of losing weight. You only need to buy the product and install it. The equipment is so amazing and perfect for the customers who are looking for ultimate body works. The best part of the machine is that it allow users to use their own weight for resistance. Best Home Gym is a great value home gym that is easy to assemble. The machine is user friendly and can be installed by everyone in no time. The smart layout of the equipment is another advantage for the small homes. It consume little space and can be placed anywhere in the apartment. It comes with a starting weight of 210 pounds and is upgradable to 310 or 410 pounds. 60 plus exercise combinations offers maximum possibilities of killing fat. The rowing machine is best for the cardio workouts and allow users to get rid of extra weight. It also allow full body workout for just fifteen minutes.

I assure you that you will not regret buying Best Home Gym. Invest in your fitness and your future. I am looking forward to sell this smart built fitness equipment to you.

Sincerely,

XYZ

Step 3: Analysis of letter

The sales letter is created for informing the customers about the product and convincing them to buy it. The first paragraph provides information about the product and its purpose. This gives a clear idea about the nature of product and how it is linked to the customers. The credibility of the product is built by explaining the prices won by this product and its reputation in the market. The second paragraph highlights the customers who can purchase the products and benefits. The purpose of adding the benefits is to persuade readers to buy it. This paragraph explains the features like time saving and cost effectiveness. These elements plays significant role in building ethical appeal. Reading the benefits develop emotional appeal in readers and they show inclination for buying the product. The letter has managed to build continuous interaction with the customers by using words like user friendly, fitness, attraction and healthy. In the third paragraph the letter talks about the features of the machine such as the capacity of 410-pound weights and more then 60 combination of exercises. This depicts that the letter has attempted to convince the readers through logic by mentioning features. The purpose is to convince the readers that the machine offers amazing benefits. The use of terminologies like ‘killing fat’ is also an effective way on convincing readers that the product is extremely amazing and worth purchase. In the last the customers are assured that they will enjoy the product.

Reference

Cardon, P. (2017). *Business Communication: Developing Leaders for a Networked World.* McGraw-Hill Higher Education;.