

**WRITING SAMPLE  
of Larry Brummond  
The Write Touch Inc.**

The following is a direct mail letter for a restaurant promotion.

**A SPECIAL GIFT OF \$50 – AND NO STRINGS ATTACHED!**

Dear Food and Wine Connoisseur:

Don't you just love to get gift certificates to a nice restaurant? If you're someone who enjoys fine dining, the answer is, of course! Let's get right to it then. **How does \$50 sound?**

**This is truly an offer you can't pass up.** Because there are no strings attached! No restrictions either (like you find in most "ordinary" offers). Before we get to the details on how to get your free gift, let me tell you a little bit about the restaurant.

I know you like good food, nice wine and the service and ambiance of a quality restaurant. Who doesn't? My wife and I like those things as well and, frankly, we don't go back to a restaurant when any of those ingredients are missing. I have a hunch that you share with us - - and the select few others chosen for this special offer - - a fondness for fine dining that goes beyond just "finding a good deal".

The place I'm inviting you to has the ambiance and quality the discerning crowd looks for - - plus the *little extras* that separate the exceptional establishments from the ordinary ones.

For example, shortly after being seated, here comes a cheerful busser with warm homemade bread, garlic butter and cold clear water. Your waitperson brings a smiley welcome, menu and wine list . . . but you're never rushed.

Did I say good food and nice wine? Let me change that to **great food**. And the wine . . . whatever your taste buds suggest or your food choices are at that moment, they'll recommend - - and then deliver - - an excellent Chianti, Merlot, Shiraz or Cabernet. I've even had my favorite Chardonnay, Clos du Bois.

What's one of your favorite types of food? **Italian**, right? Me too. Let me tell you about the array of pizza, calzones and pasta - - white or red sauce - homemade from scratch. Toppings all fresh, not frozen and thawed.

You can keep it simple or go for an entrée that might include tender veal or even good salmon or sea bass (good, not great, but hey, this is the mountains we're talking about, not the coast).

Just imagine the Italian aroma and your taste buds tingling over . . .

The Americana Calzone, loaded with zesty sausage, sweet sautéed peppers and onions in a hot brown shell (fresh baked bread smell come to mind?), covered with melted mozzarella and a not too-spicy red sauce . . .

Lasagna – the best – layers of melt-in-your-mouth pasta, fresh ricotta cheese and generous, just spicy enough meat sauce . . .

Homemade crust pizza – think about the best pizza you’ve ever had - - now think homemade crust (there’s that smell again) and a zangy red sauce – then add your favorite toppings – fresh, tender meat of your choice, just right veggies or both – *can’t you just taste it already?*

You can get a crisp dinner salad to accompany any of the above and, they have excellent homemade soups as well. I mean, made from scratch, on site. Salads are tough to mess up but some **do stand out** . . . like when the veggies are really fresh and include sweet red onion, mushrooms, banana peppers and (I know I’m repeating myself, but yes) homemade Italian dressing.

Your mouth *must* be watering by now. Natural reaction - - just thinking about pleasurable taste and smell sensations. I mean, let’s just say you will not be disappointed!

And my offer is going to make it more than worth the trip!

Remember the commercial with the tagline “special orders don’t upset us”? This place will handle anything you throw at them. Change the sauce, dressing on the side, regular butter instead of garlic, extra bread, a taste of a wine when you’re not sure which one to order, split orders, extra sauce on the side.

**You name it. They’ll take care of you.**

By now, you’re probably dying to know the name of this place. Okay. It’s a small intimate restaurant called **Tuscany**. No, not the one in Italy. The one in the pine trees . . . *less than 30 minutes from downtown Denver.*

The owner is Rick -----, a name well known in Denver area restaurant circles. It seems every restaurant Rick is involved in is a success. He's owned several and obviously knows what works. Rick has allowed me to make this offer to you because he knows once you try **Tuscany**, you *will* come back - - and even better, you'll tell others about it.

No doubt the formula of *great food and wine, excellent service* and an owner that “walks the talk” works every time. Mile High Magazine listed two of his previous restaurants as **5-star\*\*\*\*\***. The local mountain newspaper has written glowing reports on both the ---- Grill when Rick owned that establishment and recently touted **Tuscany** as one of the **top 2 restaurants** in Evergreen.

Rick knows pretty much everyone that comes in because he not only is usually in the place, but also will come to each and every table, greet you, thank you *and* ask if he can get you anything! Yes, he'll bring the wine, salad or entrée himself when it's busy. Now that's what I call the personal touch!

I suppose I should tell you of the one problem you may encounter. It can be crowded and tough to get in at certain times. WOW! WHAT A SURPRISE! Yes, Yogi Berra would throw out one of his famous mind-benders: "No one goes there anymore, it's too crowded" - - but, don't worry, **this special offer comes with VIP treatment!**

When you call and mention this promotion, you'll get first choice of seating times and, when you arrive, our staff will treat you and your party as our special guests (*because you are*). The best seat in the house will be waiting. Just give us a few days notice and leave the rest to our excellent host and hostesses.

If you take advantage of Rick's generosity soon, you can sit on the deck overlooking a serene trout pond. You may even spot a few elk. Just in case . . . you know how the weather can change in Colorado . . . especially in the mountains . . . bring a sweater or light jacket.

Now, about the details of how to take advantage of this delectable, delightful offer. As I said, there are no catches - **you get \$50 OFF THE ENTIRE BILL**. Just Call for a reservation and mention this letter and we'll mail a certificate to you or you can just pick it up at the door when you arrive. *How's that for easy?*

More details below but first, one suggestion. **Tuscany** is *not expensive*, so by all means bring someone with you. Better yet, bring a special friend or significant other *and* another couple to share the rewards and the tastes. Like I said, **this is an offer you can't pass up!**

Your friend in selective dining,

John B  
General Manager,  
Tuscany Corporation

P.S. No, you won't find any "fine print" listed here either. There are **no limits** such as "applies only to food order", **no obligation** to purchase certain priced entrees and **no fine print** about "good only on Tuesdays"! Call now! **Tuscany** . . . great food - - a luscious Italian wine - - casual dining with a view - - and the extra personal touch that will have you adding to your list of favorites . . . and probably planning a return visit.

P.S.S. Did I mention the homemade Tiramisu?