

# WRITING MANUFACTURERS FOR COUPONS

## Email Or Letter Examples

### Think About

In writing letters to manufacturers, you can never guarantee they will send you free products. It is actually best practice to not come right out and ask for anything from them. Instead, it is better to thank them for their product, tell them specifically what you like about their product, and try to relate their product to a personal experience or anecdote. Don't lie, but if you have something truthful you can tell them, that is helpful.

If you have a complaint, you can also write a manufacturer, but be sure to do this in a very polite and respectful way. Never complain without an actual reason.

You could likely email or mail companies about every four to six months. Some people set a goal to send as many as five letters a week. It is a good idea to keep track of whom you write to, when you write them, and what kind of response you get from them.

Here are a few examples of letters (the names and products have been changed) that have been written by real people.

### Example Letters

#### **Example #1**

To Baldy Hair Products,

Hi! I just wanted to send a note to say thank you for making your hair gel products, especially the XTRA Hold style that you produce. It works so well with my hair! I have a lot of hair right now and this particular style needs some help... and Baldy's XTRA Hold seems to do the trick. My bottle of XTRA Hold sits by my hairbrush so that each morning, as I get ready, I can use it and keep my hair nicely in place.

The new pump version has also been awesome. Thanks again for a great product!



## Example #2

To Red Giant,

I just wanted to send you a short email to say thank you for making your Red Giant Steam Fresh varieties, particularly the cauliflower and cheese one. These are so easy to use, and I love that I can store them in my freezer and just pull one out when my meals need an extra side. My family loves cheese with their vegetables and I love that I don't have to clean the cheese off the side of the pan when I use your product. Good to eat and a time-saver too!

Thank you again for being a helpful part of my meal prep process.

## Example #3

To Not So Secret,

I just wanted to send a note about your Not So Secret Gel Deodorant. I bought the product two weeks ago from my local drug store, instead of my usual Not So Secret regular deodorant, because it offered more than the regular deodorant. While it lived up to most of its promises, there was a problem. When using the product, I noticed that it wasn't dispensing correctly and ended up causing a bit of a mess. I tried it again a few days later and had issues with getting a big "glob" of gel that quickly came out and went all over the place.

I do like the way the gel version smells and would be happy to buy it in the regular version of the product. I wanted to be sure to pass this message along in case other customers were experiencing similar issues with the gel deodorant. Thank you for your time.

## For Further Credibility

When complaining about a product, be sure to have it close by and include as much detail as possible, including the UPS number and the product code. If emailing, you could also send a picture, if helpful and appropriate, and even include a picture of the part of your receipt that shows you purchased the product.

