

## Email Sales Letter: Tree Care

*This email sales letter is an example of a professionally written, effective lead generator. Vendor information and services are fictional.*

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**To:** [Customer]  
**From:** Faux Landscape and Tree Service  
**Subject:** Are Your Trees Healthy?

### Have You Checked Your Trees Lately? Are They Healthy?

If you are like most homeowners, you probably haven't checked on the health of your trees recently. Don't be embarrassed! According to the Connecticut Arborists Association, 90% of all private homes have trees on their property that urgently need professional attention. You have plenty of company!

But are you aware that neglecting your trees could cost you dearly? Dead or rotted trees and limbs cause millions of dollars in damage to homes, outbuildings, and vehicles every year. And if a falling branch or tree injures someone on your property or causes damage to your neighbor's property, you could be on the hook for a substantial financial loss. Not to mention the inconvenience of having a power or communications line taken down because of a storm or winter ice.

Well, you're in luck! This summer, take advantage of Faux Landscape and Tree Service's

**15% Bonus Discount!**

That's right! We're offering a 15% Bonus Discount off our regular fees to all customers who order one of our services by September 30, 2010.

Available services include

- Pruning of dead or diseased branches
- Topping of trees as necessary
- Removal of trees for any reason
- Stump grinding
- Application of pesticides
- Air excavation of roots as necessary
- Reinforcing limbs and trunks as necessary

- Planting of new trees (cost of trees assessed at regular price)
- Removal of all debris is included free with all of our services

Take advantage of this limited-time offer. Restore your trees to optimum health and beauty. Enhance the beauty of your home while avoiding replacement costs of dead or diseased trees in the future. And, most important of all, protect your property and guests against personal injury.

**Act now before the next major storm or winter ice threatens your investment!  
Don't delay!**

For a free consultation and estimate, **call now at 999-555-1234**. Or visit our website at <http://fauxlandscape.com> and click on the "Appointment" link to make an appointment with one of our professional consultants. Just mention this letter to get your 15% Bonus Discount!

For your protection, all of our arborists are fully licensed and bonded. And we back all of our work with a money-back guarantee: if you are not fully satisfied with all of our services, we will happily refund your money within 90 days of the time of service.

Remember, no other company in our area is trained and equipped to meet all of your landscaping and tree service needs. Whatever you require, we are always here to serve you. You have my word on that.

Sincerely,

Steve Smith  
Faux Landscape and Tree Service

P.S. As an added bonus, click [here](#) to download a free guide to lawn care. This guide contains valuable information about when to fertilize, water, and treat your lawn for pests. It is yours as our "thank you" for considering our offer of a 15% Bonus Discount for tree service with our money-back guarantee.