

# “Why Stop At Thank You When We Can Treat You?”

Giovanni's Atrium, 100 Washington St. New York, NY 10006 212-513-4133

Dear Friend,

We hope you've had a memorable and enjoyable dining experience this evening. It's been our pleasure to accommodate you. We really value your business!

And we want to do more than say thanks if you'd kindly do us a small favor.

As you know, we offer superb Italian cuisine, attentive service, and great entertainment. But we'd like to welcome new customers to Giovanni's Atrium.

That's why we've included 5 referrals with this letter. Please put them in your wallet, purse or briefcase and hand one to the next friend you meet.

This helps us promote ourselves and also gives us the opportunity to do **something special for you!**

For every friend of yours who brings us your referral and eats at our restaurant, I'll send you a certificate for:

**A FREE carafe of wine** (from our lush, special selections) and a **FREE mouthwatering appetizer** (an off-menu creation by Chef X, specially prepared for you and your guest/s.)

The more friends you refer to us, the more certificates I'll send you. It's that simple.

Since I'll need to know where to send your certificate/s, you need to fill in your name and address where it says "referred by."

In fact, why not take a moment right now and fill in the bottom line of the referrals, where it says "referred by." And rest assured, your information will be kept in our strict confidence.

Once again, thanks for being our customer. My staff and I really appreciate your patronage.

Sincerely,

*Giovanni Natalucci*

Giovanni Natalucci, Owner Giovanni's Atrium

**P.S.** I look forward to sending you certificates for **FREE** carafes of luxurious wine and **FREE** delicious first courses. Just keep these referrals handy and give them to your friends. See you soon!