

Dear X:

Thank you for your response to my questions. I appreciate your help and am frankly amazed by the many positive responses my request generated from our customers. Although we certainly intend to continue improving our services over time, it is gratifying to know that so many customers currently have positive things to say about our business.

After reviewing your response and a number of others, I am considering letting our customers speak for us in our next catalog. Specifically, I'd like to substitute brief quotes from customers, and perhaps a few longer ones as well, in place of much of the typical advertising copy. This seems like a more honest and genuine approach to telling our story than the usual one, in which copywriters who don't even use our services create the catalog for us. In addition, it should save us a little money, which will help us keep prices down in the coming quarter. And finally, it does offer an opportunity to create some additional exposure for our customers, some of whom might find that our catalog or other marketing communications offer helpful publicity for their businesses. (To that end, I am happy to include brief descriptions of our customers and their product lines in our next catalog if they want.)

In brief, I'd like to include your quote in our future marketing materials, and would appreciate it greatly if you'd confirm that this is acceptable to you in a return letter or fax (or an e-mail if you can include your signature with it). And in addition, if you'd like us to include some background information about your business or products, send that along as well.

Once again, thanks for your assistance. Your participation in this outreach project is greatly appreciated, as is your continued business. Do let me know if there is anything more we can do for you.

Sincerely,