

Short Sales Letter Sample (Fictional Product and Company)

Donna J Davis

You Love Homemade Treats...So Does Your Dog

Healthy, Homemade, Organic Dog Treats with ZERO Time in Your Kitchen

“Want a treat?”

Even if your dog is on the opposite end of the house, his supersonic hearing kicks in and he’s at your feet in a flash. You’re amazed at how fast that dog can move when it comes to getting a treat.

Whether you are rewarding him for progress in training, or giving him a little extra love, those eyes staring up at you show his excitement.

But dogs will eat just about anything...as you’ve probably experienced.

It’s pretty disgusting when you see what your dog dug up outside...and ATE!

What is even more disgusting though is what you can’t see – what’s in many popular dog treats today.

Did you read our report on all the synthetic preservatives, additives, or questionable animal parts used in some dog treats?

Maybe you saw the FDA site listing all the recent recalls of dog treats and dog food.

Or is your doggie having some digestive problems and you’re searching for a solution?

You want to find a healthier dog treat. You aren’t alone. The healthy dog treat market is exploding.

It is confusing to know what to believe. Here are three guidelines.

3 Keys to Choosing Quality Dog Treats

- ✓ Read labels. The fewer ingredients the better. If you see synthetic preservatives, artificial ingredients, or words you can’t pronounce, choose another treat.
- ✓ Choose natural, preferably organic, treats
- ✓ Check WHERE the product was made. The FDA warns to avoid all dog treats made in China.

My name is Robin Reynolds and I’m passionate about helping dogs stay healthy. I learned how important quality food is from my own experience.

In 1985 I was diagnosed with breast cancer. It was a tough year.

A wise co-worker recommended that I make some significant changes including:

- Avoiding processed foods
- Choosing organic foods whenever possible
- Eliminating sugar
- Eating more fresh veggies
- Eliminating gluten

I felt healthier and stronger, so my family started eating this way too.

The next year, my 11-year-old Golden Retriever Beau was diagnosed with bone cancer. I made it through my cancer. He didn't. I was heart-broken.

In many cases, the cause of cancer in dogs isn't known. But losing Beau fueled me to do SOMETHING to help.

Changing my diet boosted my health. So...what if I used that same plan to create a better dog treat? Organic meats and veggies. Nothing synthetic or processed.

Continental Kennel Club (CKC) says natural dog treats help dogs' skin and digestive system...

Give them more energy...

Strengthen their immune system.

My dogs are part of my family. They deserve and need healthy, organic, homemade treats.

And...Puptastic Natural Dog Treats were born.

My husband, Neil, and I started Furry Friends Natural Products in 1990. We are based in Grayslake, Illinois, about an hour north of Chicago.

In everything we do, we keep you in mind. A loving pet parent who wants to provide safe and tasty dog treats that support your pet's health.

"As a veterinarian, I highly recommend Puptastic Natural Dog Treats. They are made with 100% organic ingredients from local farms committed to chemical-free practices. No harmful ingredients. Pure product. Owners with integrity. I'm proud to recommend Puptastic Naturals to all my clients." ~P. Rains, DVM, OR

Only the Best from Start to Finish

Puptastic Natural Dog Treats are made with **100% organic, hand-selected ingredients** from local farms throughout the Midwest. These farms follow strict organic and healthy practices for raising animals and produce. Quality is in every bite-size treat.

- ✓ Proteins from eggs, lean poultry, lamb, liver, beef
- ✓ Starch from brown rice and potatoes
- ✓ Fiber and nutrients from carrots, green beans, pumpkin, and sweet potato
- ✓ **Five flavors: chicken, turkey, lamb, liver, and beef**
- ✓ Baked in small batches in our “people-food” quality kitchen
- ✓ Vitamin E maintains product integrity in storage (a natural preservative that’s also essential for cell function, fat metabolism, and dry skin relief)
- ✓ Zero synthetic or chemical preservatives or ingredients

An absolute win for you – homemade 100% organic dog treats with ZERO time in your kitchen.
We’ve spent 23 years perfecting these treats. We deliver only the best for your pal.

“My dog has a lot of allergies and had digestive problems with so many dog treats. I was searching for recipes to make his treats myself. Then I found your site. He loves your treats. And I don’t have to make them. We’re a customer for life! Thank you!” --M. Wilson, TX

Which Flavor Would Your Dog Prefer?

Your dog deserves these tasty, healthy treats. Normally \$16.99 for 32 oz.

ORDER HERE

When you use the code **BEAU**, you’ll save \$2.00. Simply choose chicken, turkey, lamb, liver, or beef flavor. Enter the code **BEAU** at checkout and pay **only \$14.99**.

WAIT...One More Thing Before You Order...

Let your dog decide his next favorite flavor!

**Send me your
Sampler Pack with
my order!**

FREE SAMPLER PACK!!

All 5 of our flavors in one sampler pack

Buy any flavor of a 32 oz. box of treats today and we’ll add the Sampler Pack for free!

Plus...Our 100% GUARANTEE

If your dog doesn’t love these treats, let us know. We’ll refund your money!

You keep the Sampler Pack - RISK-FREE! We want you to be completely satisfied.

Thank you for your trust in Furry Friends Products.

Robin and Neil Reynolds
Pet Parents to Max, Sadie, and Dixie
Founders, Furry Friends Natural Products

P.S. Another final “Thank You” ...FREE SHIPPING! [Order Here.](#)

All orders ship in 48 hours, and today yours ships free!