



Dear Sam,

I cannot express how much Fast Comet Cleaners has meant to me. I have practically grown up with Fast Comet Cleaners having been a customer since my late teens. We've been through a lot together. Fast Comet laundered my rented Sr. Prom tuxedo after an unfortunate mishap in spiking the punch bowl with my homemade moonshine. Fast Comet also kept all my suits looking sharp while I interviewed with what seemed like hundreds of companies after I graduated from college. You were even there to handle all of my dry cleaning needs for when I married the love of my life. And now, I trust you to dry clean my children's clothes.

I sincerely thank you for making me and my family look our best all the time.

Now comes the hard part of this letter and I might not handle this very well so bear with me. Lately, I have been concerned with all the coupons I have been receiving from Fast Comet.

First it was the innocent direct mail piece with the one offer of 79-cent laundered shirts (maximum 4 shirts) and a short expiration date. Then it was the \$5 OFF any dry cleaning order (\$20 minimum) newspaper insert with a generous expiration date. In a way, I was glad to receive those coupons because I saved a little money. However, I started to become concerned after receiving a door hanger full of coupons which included Fast Comet Cleaner's new motto - "We Accept ALL Competitor Coupons."

I remember asking you why Fast Comet was couponing so much and you replied that it was helping increase top-line sales and siphoning off customers from the upstart dry cleaner around the block. At the time I felt your answer was honest and actions were well-intended. But then I began receiving Fast Comet coupons placed on my car while attending my son's baseball game and while attending church services on Sunday. If that wasn't enough, one of the coupons I received



**Example Marketing Intervention Letter**  
*written to marketer-in-need at a local dry cleaning business*

offered me 50% OFF all orders all the time ... no restrictions ... no coupon required. "No Coupon Required????!!!"

I was terrified Sam, absolutely terrified. Fast Comet Cleaners is the best dry cleaner in town. The care you show for every garment you clean is unmatched by any other cleaner in the area. Your pick-up and delivery service is top-notch. Your late-night pick-up is a godsend. And your attentive and friendly employees are a joy to be around.

Fast Comet Cleaners doesn't need to discount its services to gain my loyalty. I am devoted to Fast Comet Cleaners not because of the low prices but because of the high-quality service. You do not need coupons to acquire and retain customers. You may think you do but you don't.

Sam, addiction to couponing is a disease. It's an unhealthy marketing tactic with tragic and potentially business life-threatening consequences. You must stop hemorrhaging your bottom-line profitability with all this couponing ... the fiscal health of your business is at stake.

This hurts me too much for it to go on. Please help yourself and your business and get the help you need. A discount detox program has been set up for you. We would all be proud of you if you would seek help. I love you and Fast Comet Cleaners. Please do this for all of the customers who you love and who love you.

Love,

**Chuck Nevitt**

*FCCFFL (Fast Comet Cleaners Fan for Life)*