[Recipient Name]

[Recipient Address]

Date:

**Subject: Persuasive Letter to Customer**

Dear Mr./Mrs.[name of recipient],

I am writing this letter to inform you that our new product, [mention product name] is now available in market. You have already used its previous version and your feedback was positive regarding the use of that product.

I would like to tell you that this new product of ours is an impressive high quality extension to that previous product that you have already used. [briefly mention some other features of the product].

So, I would definitely recommend you to give it a try and I can assure you that it will be worth trying. Feel free to contact me for further queries. Thanks a lot.

Best Regards.

Sincerely,

[Sender Name]

[Sender Signature]

[Sender Designation]

[Company Name]