

Sales Letters - CALI STYLE

Sales Letter: Persuading salons to advertise in and Cali Style magazine and also stock it in their salons

Dear XYZ Salon,

How would you like to grow your customer base and promote your salon - all at the same time, for a very low cost?

As a black woman, you understand the importance of looking your best. You also know how important it is that black women have **resources** that help them to do just that. And when it comes to hair care and beauty, we all know there isn't enough focus out there for the specific needs that all of us have. Black women need to have a magazine that is directed specifically to them and is available wherever they go to get their hair done.

Introducing **Cali Style**, the newest and hottest hair magazine specifically catering to the needs of black women in the LA metro area. We are an exciting new publication that provides a totally different approach to addressing our hair care needs. How are we unique? **Cali Style will be made up entirely of pictures of various hairstyles that have been created by stylists in the LA metro area. When you buy an advertisement in Cali Style, you will be able to place a full color, glossy image in the space along with your name, location, phone number and website.** Sound good?

So why else should you **advertise with Cali Style** and have this magazine **available in your salon** for your customers?

- Cali Style has a **planned circulation of 10,000 copies** and will be read by **5,000 women** in your exact target market.
- Get a **greater return on investment** on your marketing and advertising investment.
- We are the **first LA Metro hair magazine** targeting black women.
- Provides a long-term **boost to your sales**
- Helps to build your salons **brand recognition**
- Will be **sold in beauty salons only**

To get in on this great opportunity, we are offering a fantastic one time special. By contacting us in the next two weeks, we will give you one free full-page color ad when you commit to 2 additional ads in the next 6 months. That's right, absolutely free, with no obligation. We really want your salon to be a part of this great new magazine! It's a marketing tool that is guaranteed to pay for itself!

So, how do you get in on this limited time offer?

Call us at 800-999-9999. Or check us out online at www.calistyle.com We'd love to tell you more about this our great opportunity and answer any questions that you may have.

Hair stylists, make-up artists, beauty supply store owners and beauty product manufacturers will now all have a place to advertise directly to their target customers.

It's a new day for black women in Los Angeles; we look forward to hearing from you soon!

Sincerely,

Shanina Lank
President
Cali Style

DIAMANTE AGENCY

Sales Letter: Persuading new models to join our modeling agency

Dear Ms. Model,

As a professional model, you are looking for representation that serves your needs, not the desires of a high priced agency.

If you've been in this business for a while, you know what the typical agency is like. Many times it seems like its all about them getting good press and taking an ever increasing percentage of the booking fee. The problem is that without you, they wouldn't be getting those fees in the first place! You deserve to be with an agency that **has your needs in mind**. You also want an agency that will get you good work – that goes without saying.

Introducing the Diamante Agency. We are a dynamic group of progressive women, from diverse backgrounds who want **you** to join our growing group of upscale fashion models. So what's the catch? There isn't one. We're new on the block, but with our vast network of contacts in the industry, we have the ability to do two things: get you what you need and establish Diamante as the newest, hottest thing in the business. We need each other.

So why else should you consider being represented by the Diamante Agency?

- No long commitments, we typically sign our models to 6 month contracts
- Our staff have personal connections with casting agencies, video directors, magazine editors and other key people in the entertainment industry
- We also take the time to map out a long term plan for each of our models, to ensure you a great career
- We are very selective; we only take on models who we think can make it in this business
- No hidden charges or fees

When you join up with Diamante, we will arrange to have a top industry photographer create a new **portfolio** for you. Along with this, we will also **add your profile to our agency magazine**, which is distributed to all of the top casting agencies and event production companies in the industry. The cost for this will be at a reduced rate of \$1,250. And you know what the great part is? If you happen to not receive any work through Diamante, we will refund 50% of this fee! (We are very confident however, that we *will* be able to find lots of great work for you)

So, what do you have to lose? This is a great chance to join a premier agency.

Call us at 800-999-9999. Or check us out online at www.diamanteagency.com We'd love to tell you more about our agency and answer any questions that you may have.

Its time to make a positive change in your modeling career!

Sincerely,

Shanina Lank
President
Diamante Agency

DIAMANTE AGENCY

Sales Letter: Persuading casting agencies/talent scouts to use models from our agency

Dear XYZ Casting,

As a professional casting firm, you are looking for top industry talent that serves your needs, not the desires of a high priced modeling agency.

If you've been in this business for a while, you know what the typical agency is like. Many times it seems like they can't get you the talent you need when you need it, or they charge too much. Other times, they are difficult to work with. You deserve to be with an agency that treats you as a **true partner**.

Introducing the Diamante Agency. We are a dynamic group of progressive women, from diverse backgrounds who want to work with **you** in securing the talent you require for your production needs. We're new on the block, but with the incredible group of top models we have on contract, we're quickly becoming the hottest thing in the business.

So why else should you consider the Diamante Agency for your model needs?

- We have the **most beautiful and distinctive women** on contract
- We are very selective; we only take on models who we have 100% confidence in.
- No hidden charges or fees
- Get **more for your talent budget** than you typically receive.
- We offer a satisfaction guarantee – if you're not happy, we're not happy.

The bottom line is this: we want to work with **you**. We know you will be impressed with how easy we make everything. We're passionate about this business, and we love what we do. You'll see what we mean the minute you engage us.

So, how about contacting us for your next casting call?

We can be reached at 800-999-9999. Or feel free to check us out online at www.diamanteagency.com. We'd love to tell you more about our agency and answer any questions that you may have.

We look forward to talking to you soon!

Sincerely,

Shanina Lank
President
Diamante Agency

Cali Style Sponsorship Letter

Dear XYZ Company,

How would you like to be aligned with fantastic, world-class promotional events that give your brand the attention it deserves?

Maybe you would like to cross promote your product or service and showcase your company in a community-oriented way that shows you care about people by helping us reach out to worthy non-profit organizations? Or show that you support diverse ethnic groups?

Whatever your sponsorship goals may be – we have the exact solution you are looking for. Introducing **Cali Style**, the newest and hottest hair magazine specifically catering to the needs of black women in the LA metro area. We are an exciting new publication that provides a totally different approach to addressing our hair care needs.

How are we unique? **Cali Style is made up entirely of pictures of various hairstyles that have been created by stylists in the LA metro area. The magazine is distributed to salons across southern California.** Our strategic advantage? Cali Style is comprised of a variety of successful women with a number of different ethnic, educational and professional backgrounds. How does your sponsorship of our organization benefit you?

We work with a number of **industry leading companies in the hair care industry**. Many of them define the trends that ultimately capture the hearts and minds of consumers everywhere. By sponsoring Cali Style and becoming involved with us, your corporation will be in direct contact with some of the best of these organizations.

We invite you to become involved in our efforts in one or more of these specific areas:

- General Sponsorship at a specific dollar amount
- Visible Signage Sponsorship with your Logo / Corporate Message
- Media Sponsorship with a Mention of your Company in all Advertising
- Inclusion in our flyers, posters, catalogs
- Specific Event Sponsorship

Your participation and expertise are most welcome and much appreciated. Not only will your sponsorship benefit you and your organization, but it will also benefit the needy people that our selected non-profits work with on a daily basis. The attached information details the sponsorship options available to you.

We plan to close this opportunity by **4/30/06**, so that all sponsorship materials may include your companies name in recognition.

Call us at 800-999-9999. Or check us out online at www.calistyle.com We'd love to tell you more about this our great opportunity and answer any questions that you may have.

We look forward to hearing from you soon!

Sincerely,

Shanina Lank
President
Cali Style

DIAMANTE AGENCY
Intro Letter to go with Model Magazine

Dear XYZ Casting,

Enclosed is the latest **Diamante Direct** Talent magazine that we promised you. Inside, you'll find our entire roster of models, along with their portfolio and profile.

We think you'll be excited by what you see! The women that we have on contract are beautiful and distinctive, many of whom have lots of experience in the industry. As you will see, our models come from a variety of unique backgrounds and ethnicities. Whatever look you are seeking, we have someone who will be perfect. In fact, we probably have more than one. The nice thing about Diamante Direct? You can see all of the models we have on contract at the same time, side by side, which makes comparing them very simple.

The magazine has the following key features that make it very easy for you:

- The models entire image collection; **their latest portfolio** showcasing them in a variety of different poses and settings.
- A complete **profile and bio** for each model so you can get the inside details behind the face.
- The models **level of experience**, and where she has been featured.
- Our **contact information**, along with the agent who is representing them at the agency.
- We offer a **satisfaction guarantee** – if you're not happy, we're not happy.

Let's face it, when you need talent, you need to secure the contract yesterday! Things move fast in this business. Our goal was to make it a smooth process for you so that you don't have to waste your time. *Let us help you with that.*

So, how about can we be reached?

Call us at 800-999-9999. Or feel free to email us at talent@diamanteagency.com We'd love to answer any questions that you may have about any model we have at the agency.

We hope you enjoy the magazine! We look forward to helping you find the perfect model for your next production!

Sincerely,

Shanina Lank
President
Diamante Agency