Child Student Letter:

Dear [Parent Name]

I want to take a moment to personally thank you and your family for being a part of Three Points Karate. [Child's Name] is wonderful to have in class. In fact [Insert something they've been working towards and how they're getting closer to the goal because they work hard].

I'm writing because at our Holiday Sale, we'll have a LOT of items available, and often it gets confusing as a parent - what does [child's name] actually *need*, what do they just *want*, what's an appropriate gift, etc.

Because [child's name] is in [program name], their required equipment is:

[list equipment]

They already have [list what they have], so the only thing(s) they need is [item(s)]. Often people upgrade to the better version, the [list better version]. It's not necessary, but they'll love it. Enclosed you'll find some pretty valuable coupons that'll help with either of those items (or anything else).

It's been our experience that children who get Christmas presents that further their martial arts training are more likely to be successful in our program. I mean, stuff that helps [child's name] be more successful martial artist sure beats video games!

If you have any questions about the sale, [child's name]'s progress in class, or anything else, please let me know!

[Instructor Name]

P.S. We have a LOT of grandparents make orders over the phone during the Holiday Sale, but they do need to call during the sale hours!

P.P.S. If you need to discreetly pick up an item because it's a holiday gift, please let us know and we'll schedule a time that you can come pick up your child's gift, ninja style.

P.P.P.S. Your current tuition program is [cost]/mo; if you use the enclosed coupon and pay yearly, not only will you save $400, but we'll also give you the [above item they need] for free. A little incentive you could say... it's just that when parents pay annually, their children almost ALWAYS achieve their goal of Black Belt (and beyond).

Adult Student Letter:

Hey [Name],

I wanted to let you know what an important part of [school name] you are. I love having you in class, and I see you getting closer and closer to your goals every week. . In fact [Insert something they've been working towards and how they're getting closer to the goal because they work hard].

I'm writing because at our Holiday Sale, we'll have a LOT of items available, and often it gets confusing - what do you actually *need*, is one version better than another, etc.

Because you're in [program name], your required equipment is:

[list equipment]

You already have [list what they have], so the only thing(s) you need is [item(s)]. Often people upgrade to the better version, the [list better version]. It's not necessary, but it is significantly better. Enclosed you'll find some pretty valuable coupons that'll help with either of those items (or anything else).

If you have any questions about the sale or anything else, please let me know!

[Instructor Name]

P.S. You HAVE to make it in between 9 and noon. We WILL close the doors at noon - just warning you ;)

P.P.S. Your current tuition program is [cost]/mo; if you use the enclosed coupon and pay yearly, not only will you save $400, but we'll also give you the [above item they need] for free. A little incentive you could say... it's just that when people pay annually, they achieve their goals every time.