**FREE DOWNLOAD**

**Care Home Activities**

**Sample Sales Letter/Email**

**SAMPLE SALES LETTER/EMAIL**

Dear Care Home Owner/Manager

*[Tip. Addressing letters to a named individual will usually result in a better response!]*

**Make Your Home A Happier, Healthier And**

**Better Place To Be!**

I am writing to you today to tell you about the service we provide and how it could benefit you, your residents and your business.

My name is [insert name] and my company [insert business name] specialises in providing gentle exercise and fitness classes specially for care home residents.

Our classes normally last 45 minutes and include music, singing and exercise. They’re tailor made to suit the age and abilities of your residents, including gentle seated exercise routines to music.

The aim is to provide your residents with a session they will enjoy and look forward to, whilst at the same time enhancing their physical and mental wellbeing.

*Much more than that, our classes can make your home a healthier, happier place to be, relieve some of the pressures on your care staff …. and keep your home a place that residents, their family and friends will want to recommend!*

Our teachers are all qualified in exercise and dance and are carefully selected for their friendly, outgoing personalities.

We provide and run our classes at a very reasonable fixed session rate, weekly or more often if you wish, to fit in with your activities budget.

If you’d like to know a little more about our classes, and find out how little they could cost, please do get in touch and I will be pleased to tell you more.

Yours sincerely

Your Name

Your Business Name