

## Word of Mouth Advertising Promotion

### LETTER REGULATIONS

1. Letter to be mailed within 30 days from date of purchase.
2. Handwrite in ink only.
3. Stay within blocked area of letter form.
4. State HONEST opinion: any dislikes, outstanding features, etc.

Perry,  
Thank you for the Ionics water softener. The water quality is better now. Installed on time by tech as promised. We enjoy the soda maker as well. Good luck on sales and spreading the word on clean water.

Name: MIKE HARVEY

*I, the undersigned, authorize the*

Address: [REDACTED] *reproduction of the above letter.*

City/State/Zip: Duquoin, IL 62716 Michael Harvey