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Advertising Copywriting

Assignment 4B: Direct Mail Sales Letter

Target Audience: Minnesota middle-class homeowners

Envelope Text: Are unsightly driveway cracks and crumbling pavement depreciating your home?

Save hundreds over concrete with asphalt pavement (and 10% more if you act by April 15, 2009).

Details inside!

25 March 2009

Sources:

<http://www.asphaltdrivewayco.com/index.html>

<http://www.bobvilacontractors.com/home-remodeling->

[quote.asp?Project_Type=Paving&n=bvc_paving&refcd=GO010988s_asphalt_driveway&tsacr=GO344480](http://www.bobvilacontractors.com/home-remodeling-quote.asp?Project_Type=Paving&n=bvc_paving&refcd=GO010988s_asphalt_driveway&tsacr=GO344480)

[5775&gclid=CJ2q34WugpkCFERM5QodiGGRnQ](http://www.bobvilacontractors.com/home-remodeling-quote.asp?Project_Type=Paving&n=bvc_paving&refcd=GO010988s_asphalt_driveway&tsacr=GO344480)

<http://www.richfieldblacktop.com/>

<http://www.richfieldblacktop.com/driveway-construction.html>

Got cracks and a crumbling driveway?

Don't let your home, your #1 asset, depreciate.

Call Ace Asphalt today for a free, no-obligation estimate and save 10% when you call by April 15, 2009. Financing is available to qualified home owners.

Dear Minnesota Homeowner,

Do you have unsightly cracks in your asphalt driveway? Do you want to protect the value of your home, your #1 asset? Or do you need a competitive edge to sell your home during this mortgage meltdown?

Let's face it. Minnesota winters are hard on driveways. Over time, freezing and thawing take their toll and cracks develop. Water seeps into the cracks, freezes and expands during winter, and then contracts during the spring thaw. If left untreated, cracks grow more destructive. Over time, your driveway crumbles. The longer you wait, the more expensive the solution.

Did you know that not all driveway surfaces are created equal?

Asphalt pavement vs. concrete

For Minnesota climates, asphalt is the superior choice.

Asphalt pavement is most resilient to freezing and thawing. Asphalt pavement is the most resilient and durable surface for your Minnesota driveway. It lasts up to fifteen years longer than concrete, because it doesn't crack as easily as concrete.

Asphalt pavement is long lasting. With proper maintenance, an asphalt driveway should last up to 30 years under normal use. By sealing your driveway every other year and repairing damage early, you'll be assured to get the longest life out of your driveway.

The resilient nature of asphalt pavement comes from a petroleum product that is mixed with gravel and sand. This resilience moves with the expanding and contracting that occur between heating and freezing temperatures. Concrete simply doesn't bend, and that's why it produces stress cracks. These cracks fill with water and continue to grow more destructive with every freeze.

Over time, asphalt pavement will wear, but these repairs are hundreds less than cement repair. Asphalt cracks are simply refilled

with the same resilient pavement and then sealed to preserve its freshly poured look.

Asphalt is cheaper than concrete, too!

Asphalt payment is the affordable choice. You'll save thousands of dollars in repairs and replacement costs during the course of your home's lifespan when you choose an asphalt pavement over concrete. You can maintain a freshly poured appearance that will beautify your home -- for thousands less than the cost of a cement driveway.

Not all contractors treat homeowners the same.

It's a matter of trust.

If you've got cracks and need driveway repair, *just who can you trust?*

Statistics show that 48% of homeowners will not rehire the last contractor they worked with. Why? Broken trust.

The biggest reasons for broken trust are hidden costs, unmet expectations, and poor communication.

Maybe this has happened to you: the bill arrives and it's considerably higher than your bid, or the quality of the project did not meet its promise, or corrections were made during construction and were not communicated to you, well, not until you received the bill! All these experiences result in broken trust.

So, just who can you trust?

You can count on Ace Asphalt. But don't just take my word for it. Call the Better Business Bureau at 1-800-456-7890 or ask any one of the 76,000 satisfied homeowners who Ace Asphalt has worked with over the last 50 years.

My family-owned business has a great reputation for building trust with no hidden costs, providing upfront communication, and quality work that meets homeowners' expectations. Ace Asphalt is licensed, bonded and insured. I'll even provide you with a list of Ace Asphalt customer so you can check it out for yourself.

After we pass your seal of approval, give Ace Asphalt a call for a free, no-obligation estimate. We'll outline the work and the costs so that you can call others for an estimate and compare. **I'm that confident!**

Ace Asphalt will never leave you in the dark. You'll approve any corrections needed through the project, and you'll clearly know the costs - before the work begins!

We respect your landscape investment.

The Ace Asphalt team is made of careful and quality-conscious experts. We'll do everything we can to complete your project and keep your landscape investment intact. Occasionally sprinkler heads, landscaping, shrubs, trees, and flower gardens are in the path of the driveway project. So, in your free, no-obligation estimate, Ace Asphalt will let you know of any changes needed before the work is started.

Why would we do this? Because we respect the aesthetics of your landscape investment, and I value your trust for life.

So, next time you're looking for a reliable contractor, why not give me a call, and I'll have one of our experts give you a free, no-obligation estimate.

Ace Asphalt offers a full-range of driveway pavement services. Let us design and construct your new driveway, make repairs to your existing driveway, or apply a top-coat to lengthen the life of your driveway by ten years or more!

**Receive a 10% early-bird discount
when your call me by April 15, 2009!**

What are you waiting for? If you're in need of driveway repair or replacement, protect your most expensive asset. If you're looking to improve the market value of your home during challenging economic times, get the edge with a freshly poured asphalt driveway.

With our free, no-obligation estimate, you have nothing to lose. And if you choose Ace Asphalt, there's never been a better time than now to call and receive our 10% off early-bird discount through April 15, 2009. **We even offer financing to qualified home owners.** Call 1-800-123-4567 or visit: www.aceasphalt.com.

Respectfully,

David Ace
President
Ace Asphalt, family owned since 1949

P.S. For your free no-obligation estimate, call Ace Asphalt today at 1-800-123-4567 or visit: www.aceasphalt.com. **Ask about our 10% early-bird discount.** Hurry, this offer won't last forever; you need to give us a call by April 15, 2009.

P.S.S. Financing is available to qualified home owners. That means you can enjoy the beauty of a freshly poured asphalt driveway for as little as \$79/mo.