

[letterhead]

Dear «Title» «Lastname»,

### **A New Idea to Attract Female Patrons**

You may have found it difficult in the past to attract patrons in early for an after work drink. This could be the solution for you.

Runway Express can provide an exciting service for women who want to change their makeup and learn a few tips at the same time, all in the seclusion of your nightclub bathroom.

A certified Makeup Artist will apply light makeup to patrons, completely for free. All Napoleon Perdis products and equipment are supplied by us.

Napoleon Perdis cosmetics are among the most sought after makeup in Australia, being a high quality retail line. Our goal is to bring out each woman's natural beauty, both with special techniques and with the makeup itself.

Our Makeup Artist can be there between 5 and 7 pm, which is usually a quiet time, and of course this will encourage ladies to frequent your nightclub and have a drink. In fact, if you book us to arrive on a regular basis and promote the service, then most women will make a point of returning at that time to get ready for their night out, in style!

Besides the obvious attraction for your bar, the other benefit is wider word-of-mouth endorsement. Plus, you can run other promotions in conjunction with Runway Express to further boost clientele numbers.

Please call me on 0458 562 989 or ..... to book a Runway Express makeup artist.

Kind Regards,

Abbey Dalglish