

[logo and letterhead here]

Mandi – here are 3 possibilities for the headline:

[headline #1]

**Sick of Dealing with Agencies Whose  
Designers Don't Know Jack About Sports?**  
Visual Persuasion -- High-Quality Sports Team & Event Graphics  
at Affordable Prices

[headline #2]

**Stop Paying Through the Nose  
For Pricey Graphic Designers**  
... and Stop Dealing with Agencies Who  
Don't Know Jack About Sports

[headline #3]

**Need High-Quality Sports Team & Event  
Graphics at Affordable Prices?**  
Stop Paying Through the Nose for Pricey Graphic Designers

[insert date]

Name and address here

Dear XX:

The headline is a bit over the top but it's true: most agencies either don't understand sports or just don't focus on it.

And you deserve better than that. Why? Because every school, team, or event deserves the highest quality graphic design whether it's a logo, team jersey, or poster. New organizations shouldn't have to pay through the nose to create a successful brand and memorable identity.

Hi, my name is Mandi Pralle, President and Creative Director of Visual Persuasion, LLC and I love two things: sports and design. And that's a win-win for your organization.

Let's talk logos for a minute. I know designers who take the quick route, throw together a logo using templates or even clip art, and then charge an arm and a leg for it as though it were custom made.

That's just plain wrong.

Every design we do is 100% original—we work with you step-by-step from initial concepts to final output. Here's how we do it: Before we begin your design project we like to get to know you and build a friendly, yet professional working relationship. We'll listen to your needs and come up with a great solution that won't cost you your entire budget.

I have two criteria for sports graphics: simple and memorable. Really, what's the point if fans don't remember you?

Our services include:

- Sports team logos
- Mascot design
- Uniform design
- Graphics for sports equipment/products
- Sporting event graphics for print, t-shirts, and
- ANYTHING SPORTS!

Call or email today for a no-bull price quote for your team or upcoming event. I look forward to hearing from you.

Best regards,

Mandi Pralle

PS: We're having a two-fer spring fling discount right now: get a logo and flyer for the price of one. But act quickly because this offer expires when spring does ... June 20.