



Sample Sales Letter

Try the best Japanese restaurant in the U.S.A. this month – if you don't enjoy it, your meal's on me!

Dear Rebecca:

Have you gotten tired of eating at the same restaurants over and over again? The kind where you know what you're going to order before you walk in? And the food doesn't taste quite as good as it used to, but you still maintain your routine...

Well, I have a suggestion for you that will snap you right out of your rut. It's delicious, convenient, and affordable—everything I know you look for in a restaurant!

One of South Florida's best hidden gems

It's called **Yakko-san**. It sounds different, because it is. What's so special about it? It's simple: Yakko-san is the best Japanese food that I've ever had, outside of Japan.

I'm talking about crispy bok choy fried with a garlic soy dressing... miso-glazed sea bass so tender, it melts in your mouth... And the heartiest udon noodles served with stir fried vegetables and your choice of protein.

I'm talking about fish so fresh you thought you saw it moving on the sushi bar. Beef barbecued in Yakko-san's signature sauce and served over a bed of spring greens. Textured mochi ice cream for dessert in a variety of flavors. And a cold beverage of your choice to wash it all down with (they serve flights of sake, too)!

Now, it's an unfortunate fact that amazing food alone isn't always enough for a restaurant to succeed in South Florida. Great restaurants are a dime a dozen around here. That's why "extras" are important. Like friendly service, a comfy and casual ambiance, and a place that's easy to get to and easy to find parking. Yakko-san offers all of these extras to take a meal from simply a distinctive lunch or dinner, to a wonderful dining experience. And it does it without breaking the bank!

But while these extras take Yakko-san from excellent to extraordinary, it still really is all about the food. And they have so much more than just the dishes I told you about. From Japanese classics to more modern fusion plates, Yakko-san has something for everyone. I'm getting hungry for it just thinking about it - and I ate there only a couple days ago.

Rated one of the top 8% of restaurants in the area

Okay, so you have one glowing recommendation. Why should you take my word for it?

Because so many other people agree. When mega-chef **Anthony Bourdain** was in town to promote his book "Medium Raw," an audience member asked what his favorite local restaurant is. Without missing a beat, he answered "Yakko-san!" It's also one of celebrity chef **Michael Mina's** top five Miami restaurants.

And then there are the customer reviews. Personally, I don't ever take the time to review something unless I thought it was terrible. So imagine my surprise when I took a look at the reviews of Yakko-san and found great ratings across the board, with average scores of 4 to 5 on Trip Advisor, Google, and Urban Spoon. Trip Advisor actually ranks it **12th out of 144 restaurants** in North Miami Beach. That's in the top 8%! And Zagat's has it on six of its "Best of Miami" lists.

Where chefs like to eat on their days off

Here's what patrons are actually saying about Yakko-san:

"This is by far, the Best Japanese Restaurant in the U.S.A. I've been to Japanese restaurants in N.Y City, San Francisco, L.A. and they're no match or even competition to Yakko San." Carlos Urrego

"I've had Japanese food all over the world, and this is probably in the top 5 places I'd want to eat again." Charlie L., Seattle

"Amazing find, and probably the highlight of our trip to MIA." Cameron T., Virginia Beach

"Holy smokes this place is good. Stayed in N Miami Beach for 4 nights and ate here twice." Mike N., Atlanta

"I'm a regular at this restaurant, and they never disappoint, hands down one of the best restaurants in Miami. **This is the kind of place chefs and restaurant people go on their day off.**" Maverick3328

For a limited time, you can try it risk free

I cannot wait for you to try Yakko-san, because I know you'll love it just as much as these people do. In fact, I'm so sure that I will guarantee it.

That's right. **If you have lunch or dinner at Yakko-san by February 28 and don't like your meal, let me know and I will refund you the full amount on your receipt, including tax and tip.**

No catches. No gimmicks. I trust you to be honest. If you enjoy your meal, say nothing (or tell me how fantastic it was!). But if you don't, just email me a copy of your receipt and I will promptly have it refunded—no questions asked.

How can I afford to make you this offer? It's easy. It hasn't cost much because people don't take me up on it. Yakko-san's customers are that satisfied, and I'm confident you will be, too.

So give them a call today to reserve your table. Take a nice leisurely drive down A1A to Sunny Isles. And when you arrive, prepare to be blown away by the best Japanese food you've had since—well, probably ever!

You won't regret it! Call now to reserve your risk-free table this month.

Your foodie friend,

Candice Lazar

P.S. I recommend starting your meal with the Octopus Mediterranean - a thinly sliced carpaccio with sun-dried tomatoes, capers, basil, and parmesan cheese. It's even better than it sounds.