**Sales Letter Sample and Example, Format**

Headline/Heading,  
Letterhead of organization,

OR

Sender’s name,  
Organization name,  
Address.

Greeting/Salutation, for example, Dear ABC

Introduction paragraph containing all of the catchy information about the product.

The second paragraph containing information about discounts, etc.

The third paragraph containing the contact details.

Closing Salutation,  
Signature.