

divine write

Don't ever, EVER come back to our motel!

Dear XXXX,

Please don't think I'm being rude. I'm telling you this for your own good. I don't think you should ever, ever come back to our motel!

Unless, of course, you want to see **how much better it now is**. Oh... And unless you want a **minimum 10% discount** off our normal prices. Or, indeed, **even better discounts** if you book online and stay for three nights or more. If that's the case, we'd **love to see you again!**

But that wouldn't be you, would it?

I suspect you wouldn't be interested in the **new dining room** on the 9th floor, either? The one with **panoramic views of the marina** and coastline? The one that's offering **two cooked breakfasts for the price of one?** Or the fact that the balcony rooms on the 9th and 11th floors have been **completely refurbished**, bathrooms and all?

No there's no way... Not even if I tell you that every room now has **free Foxtel** – 10 Channels including Fox Sports 1, 2 & 3, Showtime and Showtime Greats. And I suspect the fact that you can use our **wireless Internet** connection, anywhere in the motel, at very affordable rates is just one more reason to steer clear.

You're a sensible person. I'm sure you'll take my advice and stay away. At least until **September 18, when this offer ends**.

But just on the off-chance that I'm wrong, I've included a 'Book Now' button in this email... Click it at your own risk! You never know how many pleasant surprises await you! Things like free off-street parking, and free continental breakfasts, all year 'round.

And one final thing: please make sure you don't tell any of your friends about the offer. (I've included a button for that as well, though. You've got me doubting myself, now!)

Thanks for your kind attention.

James Brown
Manager
Atlantic Tower Motor Inn

Don't ever, EVER come back to our motel!

Dear XXXX,

Please don't think I'm being rude. I'm telling you this for your own good. I don't think you should ever, ever come back to our motel!

Unless, of course, you want to see **how much better it now is**. Oh... And unless you want **discounts**. But who'd want to pay exceptionally low standby rates, or get even better discounts by booking online and staying three nights or more? I just can't see it happening. Of course, if I've misjudged you, you'll find more details on the enclosed rate card.) We'd certainly **love to see you again!**

Ah, who am I kidding?! That probably doesn't appeal to you at all! Which, of course, means that you wouldn't be interested in the **new dining room** on the 9th floor, either? The one with **panoramic views of the marina** and coastline? The one that's offering **two cooked breakfasts for the price of one**? Or the fact that the balcony rooms on the 9th and 11th floors have been **completely refurbished**, bathrooms and all?

No there's no way... Not even if I tell you that every room now has **free Foxtel** – 10 Channels including Fox Sports 1, 2 & 3, Showtime and Showtime Greats. And I suspect the fact that you can use our **wireless Internet** connection, anywhere in the motel, at very affordable rates is just one more reason to steer clear.

You're a sensible person. I'm sure you'll take my advice and stay away. At least until **September 18, when this offer ends**.

On the off-chance that I'm wrong – unlikely as that seems – you'll find photos and information in the enclosed brochure. As a last resort, you could even **make a booking**: simply visit www.atlantictowermotorinn.com or call us on freecall 1800 807 827. But do so at your own risk! You never know how many pleasant surprises await you! Things like free off-street parking, and free continental breakfasts, all year 'round.

And one final thing: please make sure you don't tell any of your friends about the offer. (If you're not interested, there's no way they would be!)

Thanks for your kind attention.