



"Blind" envelope (no return address) creates a bit of intrigue who it's from. Personally I like some sort of return address.



Real handwriting gives ultra-personal feel



Persistent Marketing

Attn: Michael Capuzzi

193354004



Indicia reeks of "business mail", live stamp would be better



February 5, 2010

Michael Capuzzi
Persistent Marketing

Personalization is a good thing!

Dear Michael,

**Copy is about them - not MY pains! Let's count all the
"me-copy" (5 instances)**

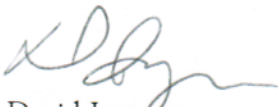
Ricoh Business Solutions is a collaborative document technology company that designs innovative imaging technology solutions based on our customers needs. Most of our clients are seeking solutions which can solve three basic business issues:

1. Increase employee productivity;
2. Reduce the total cost of document output; and
3. Improve operational processes

At Ricoh Business Solutions, we specialize in innovative document workflow solutions tailored to our customer's specific business challenges. We have worked with other companies to successfully improve their business processes by harnessing the power of document technology.

I will call within the next week to schedule an appointment so that we can further discuss how Ricoh Business Solutions can be of service to your company.

Sincerely,



David Insogna
Account Executive
Direct Line: (610) 650-0565
Fax Number: (610) 650-0549
Email: david.insogna@ricoh-usa.com



Very weak way to end a letter. All this does is put up my defenses so I can avoid his call. It would have been much better if he gave me the opportunity to raise my hand and request valuable information from him (versus him having to track me down).

**Hand signed letter makes
appear more personal**

Visit our website at www.ricohbusinesssolutions.com

