Author: Melissa Rudy www.wordsbymelissa.com

Ensure peace of mind—while saving time and money—by having all of your everyday home medical essentials delivered right to your doorstep. HME\_Depot.com makes it easy.

## Dear Friend,

Today's senior citizens place a high value on their independence. While nursing homes, assisted-care facilities, and costly private nurses may have been the only solutions in decades past, modern technologies have provided seniors with the opportunity to enjoy their golden years at home. With the introduction of high-quality, reliable home medical equipment, seniors are provided with the day-to-day assistance they need to ensure their health and well-being.

If you're looking for a hassle-free, cost-effective way to provide a loved one with the home care supplies they need, or if you're a senior citizen unwilling to leave the comforts of home, **we can help**.

#### **About Us**

At Home Medical Equipment Depot, we specialize in the delivery of premium medical equipment for the home. Several years ago, we recognized a need for dependable, hassle-free delivery of high-quality medical supplies. Unlike companies that work only with Medicare or Medicaid programs and require endless amounts of paperwork, we cater directly to privately insured clients who place a strong value on reliability, convenience, and quality.

### What Sets Us Apart

We know you have a choice in home medical equipment providers, so we work hard to provide you with the benefits that are most important:

**Selection:** At HME\_Depot.com, we strive to be your one-stop source for all of your home medical supplies and equipment. No more driving to multiple stores or browsing endless websites—we offer more than 1,000 necessities, from wheelchairs to walkers to skin care, all well-organized in one place for easy, stress-free shopping. And if you need something you don't see in our online assortment, send us an email and we'll do our best to special order it for you.

**Quality:** We've partnered with Medline, Inc., the country's largest manufacturer of premier home medical solutions, to compile our hand-picked assortment of high-quality products. At HME\_Depot.com, we offer only items that are specially designed for home application, not just general medical use.

**Price:** When you order your home medical equipment from HME<sub>-</sub> Depot.com, you'll enjoy substantially lower prices on the products you

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buy, but our service also saves you the most valuable commodity of all—time.

**Speed:** It's crucial that our customers receive their products in a timely manner. We process each order immediately and deliver within 2-3 days to most United States locations.

**Experience:** We've been providing our clients with first-rate home medical supplies for more than five years. In that time, we've become experts on matching the individual needs of our clients to the industry's best available solutions.

**Guarantee:** We stand behind each of our products with a **100% money-back guarantee**. If you or your loved one isn't completely delighted with the performance of one of our products, we'll courteously refund your money—no questions asked.

**Free Shipping:** For orders over \$75, we'll deliver your items right to your doorstep at no additional cost.

## What You Need, When You Need It

When relying on home medical supplies, waiting simply isn't an option. With our convenient subscription service, we'll automatically send the items you need according to your schedule. No more repeat orders or worries about running out—just let us know the products you need on a regular basis, and they'll be there right when you need them. We also offer volume discounts on bulk purchases of products you use frequently, such as disposal gloves, adult diapers, and nutritional products.

## **Knowledge & Support**

Our highly trained, courteous customer care specialists are available via toll-free phone and email to assist with your product or ordering questions at any point during the shopping process. You'll also receive a free subscription to our Caring Tips Newsletter, a rich resource of caregiving advice and valuable coupons. Throughout our website, you'll find detailed product specifications, user manuals, and helpful articles submitted by industry experts, so you won't need to search through multiple websites for the information you need.

Whether you're caring for a loved one or you're an independent senior citizen who could benefit from in-home delivery of your essential health items, we can help. We invite you to contact us anytime with your questions and comments. At HME\_Depot.com, we work directly with our valued clients to identify and meet their unique needs.

Thank you for considering Home Medical Equipment Depot.

# COPYWRITING SAMPLE Sales Letter

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To your health,

Eddie Amoakuh General Manager Home Medical Equipment Depot

P.S. Create an online account at HME-Depot.com and you'll enjoy an **extra 10% off** your first order.

P.P.S. Place an order online in the next 30 days and enjoy **free shipping** on any order amount. After 30 days, you'll receive free shipping on all orders over \$75.