

**“Announcing ‘Len’s Feed Express’
for Your Horse’s Regular Feed”**
...Save Time, Hassle and Petrol!

Len’s Feed Shed

1 Mt Kulburn Drive
Jensen QLD 4815
Ph. 4751 5500

November 29, 2012

Allan Pace
PO Box 123
Rollingstone QLD 4816

**Free Feed Scoop Bonus
to try out our New
‘Len’s Feed Express’ service...**



\$17.90 value

Dear Friend,

Unlike us humans...who seem to spend half our life thinking about “what’s for dinner tonight?”...your horse’s feed needs are far more regular...

Therefore, (drum roll...) we have decided to **INTRODUCE ‘Len’s Feed Express’**...dedicated to saving you loads of time and hassle...and petrol too because we will **deliver everything FREE!**

*Not only that, every customer receives a **FREE FEED SCOOP** (worth \$17.90) to try out the service...*

To explain more...this will be a set standard order based on your horse’s needs – but with the flexibility to fine-tune depending on seasonal eating needs and considerations such as whether your horse is in competition etc.

Len’s Feed Express makes ‘Horse Sense’! Here’s why:

- Your horse’s needs are our highest priority and we are committed to ensuring **your horse receives the right kind and amount of feed at the right time**. We regularly talk with you about your horse’s needs, and automatically deliver that each week...or fortnight...whatever suits you best
- You save the inconvenience of physically paying every time – **your credit card will charged automatically**
- **Delivery is FREE**, zilch, zip...how much does that save you in petrol??
- You will always know where your order is at as we **regularly keep you up-to-date and monitor** your feed needs - depending on seasonal needs etc
- You have **total flexibility** – combined with ‘Set-and-Forget’ reliability so there is always plenty of quality feed
- You’ll **save loads of time** driving all the way to town and have **less mess in your car**
- You can **change or cancel your order** up to 24 hours before delivery
- Even better, you **don’t even need to be home to accept delivery!** Everything is taken care for you
- And don’t forget...every new Len’s Feed Express customer gets a **free, high quality Feed Scoop** (valued at \$17.90).

But hey, that’s not all! Have you met our delivery driver Pat? He is no ordinary delivery guy; in fact he’s an Extraordinary Delivery Guy (that’s EDG for short). While most drivers dump your goods at the front door, or even worse at the front gate, Pat takes it to where you need to use it like the feed shed or the horse paddock. Not only that, but he will rotate your stock, so you don’t have to, close all the gates after him, in fact approach your property and animals with the utmost respect.

Give us a call now on 4751 5500 ...or shoot us off an email...or discuss with us the next time you drop in...



**Everyone wishes
they had a Pat aka
Extraordinary
Delivery Guy (EDG)**

Don't forget our Peace of Mind Guarantee & other bonuses

- **7 day quality guarantee** – Our products are backed with a guarantee of quality from the day of purchase. If you buy any feed product from our store that fails to live up to your expectations, return it and we will happily exchange your purchase for another one, or refund your money, whichever you prefer.
- **No problems with 'Evil Weevils'** – our anti-weevil procedures are so strict and effective, other stores and manufacturers ask us for advice. If on the very rare occasion you might find weevils, just return the product for an exchange or refund.
- **Each purchase gives you 3 entries to the monthly \$150 Gift Voucher draw**, and all purchases count towards your quarterly VIP Gift Voucher which is 5% of your sales for the last 3 months, and our guarantee that if you or your horse is not happy for any reason we will come to you and replace, exchange, or refund whatever you want.

We look forward to seeing you soon.

David & Roslyn Gordon
Len's Feed Shed

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Email: lensfeed@bigpond.com

P.S. We think you'll agree that having your horse's regular feed on '**Len's Feed Express**' is very handy in this time-poor world...it will definitely save you time, and money and running around! It just makes horse sense. And don't forget we have a Free Feed Scoop Bonus for you too...