

Target: Clear plan

Dear Sir/Madame

I am writing to recommend our latest invention*. It will deliver happiness into children's ^{Hearts}. Its modern but original style models the fun that children can have with the former toys of the world. The awesome elfatron is the future Toysrus best seller.

The 'Awesome Elfatron' is a new, unique toy which creates a fusion between the classic and the modern. The wooden design and old-fashioned mechanical element creates a nostalgic feel and this, combined with the modern, merry, magical, modification, has the power to change children's views of playtime forever. You just turn the axel and the CAM mechanism will turn and twist therefore a dear little elf will pop up and down.

The elfatron will bring sheer delight to the recommended ages from 4-8 because of its uniquely stylish affect it produces with the ^{effective} affective backround with the elf creating a really gripping effect to keep the easily distracted little shallywags interested for hours.

This invention is different because of the way it delivers the christmas happiness into children's ^{souls} and the way it will look on the shop shelves will make the children beg ^{their} mums to buy this toy and your profits will rocket.

Yours sincerely "

* That should be sold in all your stores from this day forward.