Your name  
your address  
your telephone number

Date

Name of Merchant  
Merchant's address

Dear Merchant:

Under the provisions of {relevant state statute}, I hereby make written demand for relief as outlined in that statute.

On or about {date}, the following unfair or deceptive act occurred:

{EXPLAIN WHAT HAPPENED}

This unfair or deceptive act or practice is, in my opinion, declared unlawful by {relevant state statute}, which reads as follows:

{Quote text or section. Remember: You are not required to quote written laws to support the assertion that the merchant's conduct was unfair or deceptive; it is, however, desirable. You will want to include all the laws which you believe were violated}.

As a result of this unfair or deceptive act or practice, I suffered injury or loss of money as follows:

{Indicate injury or money or property loss}

Therefore, I hereby demand the following relief:

{Indicate relief, or payment for damages, you are seeking}.

{Relevant state statute} gives you the opportunity to make a good-faith response to this letter within thirty (30) days. Your failure to do so-could subject you to triple damages, attorney's fees and costs if I decide to institute legal action.

Sincerely,

Your Name