

Client Memo

From: Dr. John Emmanuel D.D.S. (Doctor of Direct Sales)

Date: Friday, 2:37 pm

Why In The Heck Is John Emmanuel Sending You An X-Ray To Tell You About Mistakes Made By Other Start-Up Companies That Can Save You Time, Money And Even Your Business?

Dear XXXXX,

You're probably asking yourself the above question. Quite frankly, I'd be asking myself the same question if I received this unusual package in the mail.

The Answer Is Simple!

You see, right now is very likely the very best time ever to boost your sales and cut your costs. I had to send you something very special to attract your attention in order to share my news.

Why Now Is The Best Time To Get Your Marketing And Advertising Right?

Unless you've been sitting in a cave under a rock, with your fingers in your ears, you've obviously heard the media talking heads and cliché spouting politicians tell you we're deep in a recession, and the worst is yet to come.

I'm not sure we're heading for a full blown President Carter era recession but we are headed into a new economy, and Forbes Magazine reports:

“In the first year, a quarter of all start-ups fail. By the fifth year, that failure rate is 55 percent.” (Forbes Magazine – 11/28/2012).

So how do you guard against becoming part of the failure rate? AH-HA! That's where I come in. I help start-up businesses like yours to find their unique selling proposition (that answers the question of why your potential customers should buy from you and not the other guy).

I will help you find your ideal customer; prepare sales materials that will get them ready to do business with you, so they feel good buying your service or product. Find the right media to connect with them without wasting your precious dollars on ventures that don't work.

(Over Please)

Call me on (XXX) XXX XXXX, to listen to my recorded message – no salesperson will answer. Fax me on (XXX) XXX XXXX, visit my website at <http://johnemmanuel.com> or email me at XXXXXXXXXXXXXXXX@gmail.com

John Emmanuel Can Change the Direction of Your Business in this New Economy... FAST!

Think about these 2 questions:

1. What is unique about your product or service?
2. Who is your ideal customer? And the answer is not everyone unless it's food and even then not everyone likes the same things.

How does using someone like me save you money? I was wondering when you were going to ask.

Many start-up businesses try to do their marketing and advertising themselves. And what they end up doing is marketing and advertising to anyone and everyone, wasting 1000's of dollars on people who are not even interested in what they are offering.

Your advertisements need to be laser-focused to your very best prospects, with a strong headline, which is useful, urgent, ultra-specific and unique. It also needs to be where most of them will see it and be able to persuade many of them to become customers.

If you don't do those things, you've wasted a good chunk of change and no-one wants that.

Imagine for a moment, if you could have your results guaranteed. With customers ready to do business with you, their money in hand, begging for your product/service again and again.

Well strap yourself in and hold on to your valuables.

When I work with you I'll personally guarantee my work. How?

This is what you get:

Advertising that works so well the first time or I'll do it over for **FREE** until it does. You read that right. If your advertising is not profitable the first time I'll do them over for **NOTHING** until they are.

It doesn't happen often, which is why I'm confident to make that claim.

(Over Please)

Call TODAY and you'll soon be smiling like these satisfied clients of mine:

Craig Desorcy, Author and Internet Marketer, Japan - John, It's not often that I'm willing to give positive feedback. It's because I have real high standards however, you deserve it because what you sent me was way better than what I expected.

To anyone reading my comment,

If you are in need of a real good writer, give John a try. You'll be happy and comeback for more.

Janne Ohtonen, AddValueTo.Me - I am really impressed about the value John was willing to demonstrate when we first started our engagement. He really added value to my business and wrote me three impressive email marketing messages that were sent out to my customers. I recommend engaging with John for discussions on how he could add value to your business also.

Dr. Yvonne Foster, Lotus Human Resources, www.lotushr.co.uk - John provided me with great insight into how my website could be used to improve lead generation. This was a completely new area of learning for me and he held my hand and shared his experience freely.

He writes well and produced a number of marketing communications for the business. He is a trusted professional and his service comes at a very fair price.

Marie Reid, Graphic Designer, Croydon, England - John is an expert in his field, he has helped us take our products to the masses through adverts he produced, and sent out internationally. He has been instrumental in a consulting role on the best ways forward with the marketing of our products for the future.

I would highly recommend his Marketing service.

Teresa Mullaney, <http://lifechangingmelodies.com> – Working with John has helped me to expand my business in ways I did not think were possible on my budget. Your direct mail campaign was easy to implement and brought in lots of new business in a short period.

Thanks for all your help.

SPECIAL INTRODUCTORY BRIBE

If you call, fax, email or contact me through the website by 15th May 2013

**You Not Only Get Great Service That Will Surpass Your Needs
You Also Get These Bonuses Too - Absolutely FREE**

(Over Please)

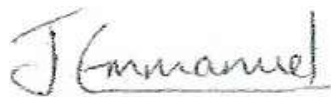
- **22 Secret “Hot Buttons” That Make Consumers Spend Money Like CRAZY**
- 50 Things The Most Successful Business People Have In Common
- Business Branding – **Beginners Guide To Branding Your Business!**
- **Twitter and WordPress** – Multiply The Power Of Both To Generate More Traffic

Here's what to do next.

You can call me on (xxx) xxx xxxx, fax me on (xxx) xxx xxxx, visit my website at <http://johnemmanuel.com> or email me at xxxxxxxxxxxxxxx@gmail.com and listen to what i have to say. If at the end you feel as though I have wasted your valuable time I will donate \$25.00 to the charity of your choice.

What could be fairer than that? It's time to stop working IN your business and start working ON your business.

Sincerely,



John Emmanuel D.D.S (Doctor of Direct Sales)

P.S. Hey, it's easy to say "no". Easy to come up with an excuse not to take advantage of this FREE opportunity. Easy to close your mind to new and different strategies, easy to continue with the comfortable and familiar. But no sales, profit, business or lifestyle breakthrough ever came from saying "no". And in this case the gift is FREE, no cost, with no strings attached, just for making contact.

Remember I guarantee your satisfaction or I work until your promotion is profitable for **FREE**. So call **RIGHT NOW** you have nothing to lose.

P.P.S. Remember you also get these 4 free bonus reports even if you don't take me up on my offer by calling before 15th May 2013.

- **22 Secret “Hot Buttons” That Make Consumers Spend Money Like CRAZY**
- 50 Things The Most Successful Business People Have In Common
- Business Branding – **Beginners Guide To Branding Your Business!**
- **Twitter and WordPress** – Multiply The Power Of Both To Generate More Traffic

So why wait, **call now!**