

## Betty, have you been driving yourself sick?

- » Need a convenient auto shop that offers free loaner cars, free car washes and free towing?
- » Looking for quality service that saves you valuable time and headaches?
- » Worried about choosing the right repair shop?

# *This is Just What The Doctor Ordered..*

Get your vehicle's prescription filled at  
**Automotive Services, Inc. right here in Seattle**

Dear Betty,

Why is it so hard to find a convenient auto shop where you get quality service that saves you time, money and frustration? How frustrating is it knowing you need to take care of your car, but not knowing who you can trust? What if you actually liked and trusted your auto mechanic?

**I certainly don't expect you to like and trust me just because I sent this unusual piece of mail**



Owner Jane Doe knows how important it is for busy women to have a convenient, safe and trusted place to bring their cars.

My doctor said I must be sick for offering such an incredible opportunity. But I'm willing to put my money where my mouth is and give you **ONE YEAR OF FULL SERVICE OIL CHANGES FREE**. Just give me a call or come by the shop and you'll be enrolled in our VIP membership "Car Care Club" at no charge. You won't have to pay for another full service oil change for an entire year. **A \$119.00 Value, yours free.** It really is what the doctor ordered!

**But Momma didn't raise no dummy right?**

I know what you're thinking, "Momma didn't raise no dummy... you don't get anything free these days." Actually, it's real simple:

Can you imagine how much it costs me to get a new customer? Just think... I need to advertise here, there and everywhere. And you know that most of that advertising goes right past the people I want to see it. So I figured this letter would catch your attention right away, and I wouldn't have to spend all that money on advertising that people don't see, and I would pass the savings on to you.

I know that after we've taken care of your car that you will know, like, and trust us so much that you'll bring your car in each time you need work done. And hopefully you will tell your family and friends about us, too!

**Every time you visit you'll get our award winning service, including:**

- » **FREE Loaner Cars**

**OVER,  
PLEASE** →

- » FREE Towing
- » **Night key drop in safe and well-lighted parking lot**
- » Our Iron Clad Lifetime Warranty on all repairs, parts and labor. “Fix It Once and Never Again.”
- » **Auto Service payment and finance options**
- » ASE Certified technicians
- » **Free car wash with every service**
- » AAA Award Winning Shop
- » **Better Business Bureau Torch Award Accredited Business**
- » Voted one of the areas Best Auto Repair Facility by the Fox 8 News Hotlist

**Plus, you’ll find:**

- » **A waiting room so clean your kids can play on the floor with no worries from mom!**
- » Clean bathrooms
- » **An enjoyable experience that you’ll tell all your friends about**
- » A friendly, happy staff
- » **State of the art facilities**
- » Someone you can build a long lasting relationship with
- » **Someone who will listen**

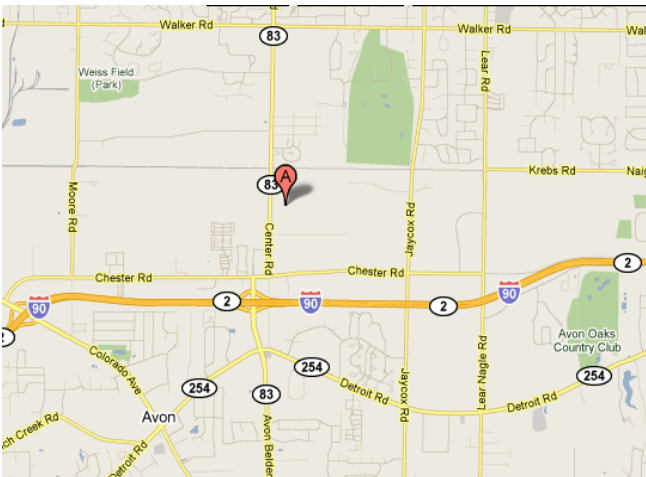
Here’s what to do to get your FREE FULL SERVICE OIL CHANGES

FOR ONE YEAR: Come down to the shop (see the map below) or just give me (Jane) a call at 206-555-AUTO (2886). Just let me know you received this bottle and I’ll enroll you in our VIP Membership “Car Care Club” program, and **you’ll get free full service oil changes at no charge for one year.**

I hope to see you at the shop,

*Jane Doe*  
Owner

P.S. Getting your free full service oil changes for one year is easy! Just come by the shop or give me (Jane) a call at 206-555-AUTO (2886), and I’ll automatically enroll you into our VIP “Car Care Club” and you’ll get your free full service oil changes for one year!



**Don’t just take my word for it. Here are just a few of the comments I’ve received from my 15,589 Loyal Clients:**

“I love your company. It’s nice to finally have an auto repair facility I can trust.”

**Jill Doe, City, ST**

“You make me feel confident when I’m on the road.”

**Jean Doe, City, ST**

“It is the work ethic and the quality of your work that keeps me coming back.”

**Jen Doe, City, ST**

“I love the free loaner vehicle; I’m never left stranded without a vehicle.”

**June Doe, City, ST**

**MY IRONCLAD GUARANTEE!**

**Our Ironclad Guarantee:**

“ You get my life-time warranty on all repairs (both parts and labor). “Fix It Once and Never Again,” or we’ll fix it for FREE.

*Jane Doe, Owner*



Automotive Services Inc  
123 Main Street, Ste 101  
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206-555-AUTO (2886)