

# *Since You've Thrown Away My Previous Two Letters I Thought I Would Save You The Effort*

Get \$20 (or more) in FREE Gift Certificates Every Month at  
[Your Business Name]

Dear [personalized],

Since you haven't responded to my previously letters I figured I would save you the time and throw this one away for you. But then, I also thought that just maybe, this mini trash can would remind you of the money you're throwing away by not responding to this letter. You can start savings money on your vehicle maintenance and repairs right away.

In today's economy you likely want (or need) to stretch you dollars as much as you can. Regardless of the economy, your car is going to need its regularly scheduled maintenance and it's likely that you'll need some additional service. And, even in good times, I know how people hate it when they have an unexpected large auto repair.

That's why I created the [your business name] MEMBER'S ONLY, VIP Club in which your money will **instantly grow by 20%** plus, you'll get, exclusive extra bonuses each year on your auto maintenance... **and you choose your savings amount.**

Here's how it works:

**Simply Join our MEMBER'S ONLY, VIP Club and GROW Your Auto Repair Dollars Instantly by 20%**

- Your MEMBER'S ONLY, VIP Gift Certificates NEVER Expire, so use them whenever you need them
- Use your MEMBER'S ONLY, VIP Certificates on ANY auto repairs we perform
- Use them on your vehicle or give them as gifts
- MEMBER'S ONLY, VIP Gift Certificates help you budget your vehicles expenses and take a bite out of any unexpected future repair costs
- In addition you'll get exclusive extra bonuses throughout the year (see below)
- You can cancel you MEMBER'S ONLY, VIP Membership at any time. Just give us a call.

## I Did The Math For You

### Just Look How Quickly Your MEMBER'S ONLY, VIP Club Savings Add Up!

Month	1	2	3	4	5	6	7	8	9	10	11	12	Total	You Save
<b>Platinum Level</b>														
Your Investment	100	100	100	100	100	100	100	100	100	100	100	100	1200	
Your VIP Certificate	120	120	120	120	120	120	120	120	120	120	120	220	1540	<b>\$340</b>
<b>Gold Level</b>														
Your Investment	50	50	50	50	50	50	50	50	50	50	50	50	600	
Your VIP Certificate	60	60	60	60	60	60	60	60	60	60	60	110	770	<b>\$170</b>
<b>Platinum Level</b>														
Your Investment	25	25	25	25	25	25	25	25	25	25	25	25	300	
Your VIP Certificate	30	30	30	30	30	30	30	30	30	30	30	55	385	<b>\$85</b>

(over)

**Choose Your Membership Level**  
(membership is non-transferable)

**Platinum Membership**

Monthly membership fee of \$100 is charged directly to your credit card. You will receive and Gift Certificate worth \$120 cash each month you're a member! And... as an additional bonus you'll receive an extra \$100 Gift Certificate on the 12th month absolutely FREE!

**Gold Membership**

Monthly membership fee of \$50 is charged directly to your credit card. You will receive and Gift Certificate worth \$60 cash each month you're a member! And... as an additional bonus you'll receive an extra \$50 Gift Certificate on the 12th month absolutely FREE!

**Silver Membership**

Monthly membership fee of \$25 is charged directly to your credit card. You will receive and Gift Certificate worth \$30 cash each month you're a member! And... as an additional bonus you'll receive an extra \$25 Gift Certificate on the 12th month absolutely FREE!

I want to join at the \_\_\_ Platinum \_\_\_ Gold \_\_\_ Silver membership level.

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

\_\_\_ Visa \_\_\_ MasterCard \_\_\_ AMEX \_\_\_ Discover

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Wishing you a great nights sleep...  
Sincerely,

[Your Signature]

[Your Name]

P.S. Don't throw away your savings. Enroll today and make your auto repair and maintenance grow instantly by 20%.

P.P.S. Do you know a well poorly tuned car can waste 30% of your gasoline? Give me a call at [Insert Phone] if you have any question about our MEMBER'S ONLY, VIP Club.

Insert Shop Logo Here

Insert Address and Phone Here

[Insert testimonials of your product or service here, a before and after quote about how they wished they didn't wait as long as they did].