

“Finally, an offer you can Put right in the bank!”

Let me help you fill this bag
over and over with <<your service>>

Dear [personalized],

On a beautiful late afternoon twenty-one years ago, two young men graduated from the same college. They were very much alike. Both had been better than average students, both were creative and both - as young college graduates - were filled with ambitious dreams of the future. Recently, these men returned to their college for their 20th college reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same corporation after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. And the other was its president. One obviously filled his bag up many more times than the other.

What Made the Difference?

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't native intelligence, talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lays in one's ability to surround himself with great people and utilize others talents to accomplish his own goals.

And that is why I am writing to you. I'm [your name] and I work with [name of company] and I'd like go extend <<insert your offer>>. Plus a FREE <<fill in your gift>>.

What is this and why should you care?

This is important to you because it will put more money in your pockets each month, and I guarantee it. However, this is not some “get rich” scheme. Its not snake oil, or voodoo. What I'm going to show will require some effort on your part. But once I reveal to you the strategies I've learned and how they will easily and quickly fit into your business, you'd be crazy not to try it.

Here's is what my <<offer>> includes:

1. <<Enter detailed benefit to prospect here>>
2. <<Enter detailed benefit to prospect here>>
3. <<Enter detailed benefit to prospect here>>

You may still have a few concerns so let me address them.

Worried about cost? Let me start by telling you I might not be the cheapest [your niche] in town. But do you really think that working with the cheapest [your niche] would be the most suitable and smartest option for achieving your long-term goals? Of course not. You wouldn't get the value you need.

You're also probably wondering who I am and why I'm writing you today.

<<insert your story here>>

<<insert your story here>>

<<insert your story here>>

<<insert your story here>>

Remember, I'm only offering <<insert offer>> this until <insert deadline>>, along with your <<insert free gift offer>>.

Sincerely,
Your Name

P.S. I have attached some of the feedback I've received from clients just like you who have had great success with my program. Please take a moment to read through them. Feel free to contact them if you choose. I am that confident in my program.

P.P.S. I can only take <insert a number here>> new clients this month, and the free gift offer is only good until <<deadline>>. I full expect to be full before then, so check out some of my clients and call TODAY.