

**My Big, Bold Promise to those who attend my
Customer Appreciation Conference this March:**

**If It's Not The Absolute Best Day
You Spend Growing Your
Business in 2013, I'll Give
You \$500.00 On The Spot**

Dear <<FIRST>>,

Alright, here's the deal... And I'll get to those handcuffs in just a moment.

Almost everyone I sent my invitation to attend our Customer Appreciation Conference has enrolled, but I didn't hear from you. I previously sent you a bank bag and several emails inviting you.

You see, this is going to be a great event and I want to be sure you don't miss out on the opportunity to get the information you'll need to thrive in 2013.

Then I thought maybe you thought what I was saying fluff, that it was too good to be true. Momma didn't raise no dummy, right? Maybe you thought you'd be **handcuffed** to the table, unable to leave, listening to another boring seminar.

My promise to you is **you'll never feel handcuffed in any way.** In fact, attend the Customer Appreciate Conference for any amount of time you like; 5 minutes, 5 hours, or the entire day. If at any point you feel I've wasted your time, that the event hasn't lived up to its billing, simply let me know, and I'll give you \$500.00 right there on the spot.

Be sure to enroll now before it's too late.



2013

Customer Appreciation Conference

March 5, 2013

Holiday Inn, Renton, Washington

9:00am - 5:00pm

It's Free For YOU!

Enroll at www.ARS2013CAC.com

OVER.
PLEASE
→

I'm putting on this event as my thank you, to you, for giving my family and I everything we have but it's also a fact that:

The only way American Retail Supply can thrive is when you thrive

When you thrive you'll need more bags, displays, fixtures and everything else you need to run your store(s) and I will hopefully be the business you turn to for those supplies.

**Whether You've Been With Us For 30 Years or You're Brand New,
Thank You and Please Accept This Gift From Me**

You might remember the Customer Appreciation Event we did in 2005 at the Tacoma Convention Center and 2006 at the Seattle Convention Center. They were a hugely popular, three day events that took a **mammoth** amount of time and money for us to put on... but, I loved them and I loved how much our clients - like you - loved them!

So It's Back...

**2013 Customer Appreciation Conference
March 5 - Holiday Inn, Renton, Washington
9:00am - 5:00pm**

As a Client of American Retail Supply This Event is FREE for YOU!

I will be speaking and I have invited two special guests who will help you thrive in 2013.

But Remember...

**Not Only is the Conference FREE for You,
Because I Know Your Time is Valuable - You Get My "No Handcuff" Guarantee**

When you reserve your seat at the conference you will be charged a \$100 deposit that will be refunded at the event. **Here's why we have the refundable deposit:** The ballroom we have reserved only has room for only 100 people, when 100 people sign up we need to cut off enrollment. The \$100 deposit helps us assure that seats won't go empty.

Remember, Only Happy Clients Come Back



Keith Lee
Owner, American Retail Supply

P.S. We only have room for 100 people. Enroll today to be sure you're not locked out. Go to www.ARS2013CAC right now

P.P.S. See the rest of this letter to see the amazing line-up of speakers we've put together.