

After Just One 30-Minute Phone Consultation With Me ... You'll Have 3 Solid, Can't Miss, NEW Strategies To Increase Your Revenue And Squeeze More Money From Every Name On Your Mailing List

(Don't believe me? Read on and see for yourself how you can fill this bag with new found money)

Dear Gary,

I'm going to make 3 extremely bold promises to you...

1. Accept my special invitation today and I'll show you how to quickly increase your profits by 40%.
2. My marketing strategies will only take you an extra few minutes a day to implement.
3. This system will work in any economic climate and with every business.

My name is Craig Simpson. And if you've never heard of me, you might think I'm blowing smoke.

So to get us off on the right foot, let me give you a little perspective on my work...

- My direct marketing clients average a 40% increase in sales within the first 6 to 12 months - even more after that!
- I've successfully improved the revenue and profits for marketers of products and services ranging from technical software packages ... online investment companies ... a Clothing Distributor ... and too many others to list.
- I've tracked over one thousand different marketing campaigns (and have seen the results of millions of dollars worth of testing so I know first-hand what works and what doesn't)
- My marketing campaigns have reached over 145,000,000 prospects in all fields.
- I've successfully sold to hundreds of thousands of customers through the mail.

- I orchestrate over 100 marketing campaigns each year
- I help companies like yours make Tens of Millions of Dollars each and every year.

But none of this means anything to you if I can't fulfill the three promises I made at the beginning of this letter. So, keep reading and I'll tell you how I can help your business **make more money**.

I specialize in just one area - the one area that can make your company more profitable ... Direct Marketing. Whether you're a distributor, industrial contractor, capital investment corporation, event management company, or you sell heavy equipment ... my powerful Direct Marketing methods can work for you.

Many companies have the misconception that Direct Mail does not work or it's too expensive. This is very true IF it's not done right! My system is proven, and I am so confident I can guide your company to increased sales and bigger profits, I'm willing to make you an offer that's unheard of.

**A special marketing program for a select group.
Do you qualify?**

If you'd like to bring in more money in 2010 and generate a brand new client base, then my marketing system may be the perfect fit for you - if you qualify.

I'm making a special offer to just 150 companies ... the opportunity for a **free 30 minute marketing consultation**. You might be wondering how I can make such an offer ... how do I have the time to sit on the phone with 150 people. The answer is simple:

1. Many of the companies I've sent this letter to will probably think direct mail doesn't work ... therefore missing out on huge profit opportunities that could transform their business.
2. Some will read the letter and believe their marketing campaigns are already successful and don't think I can improve on them. (Of course it would be foolish to ignore

free advice from a marketing expert, but if they don't see the value, there's nothing more I can do.)

3. A few will not respond in time. This offer is **only good until June 15, 2010.**

In fact, I actually hope not everyone calls. I only want to talk to those who are serious about improving their marketing campaigns. I only want 15 to 20 calls - that's it!

I know that only half of the people I talk to will really want to make the simple changes that will make their businesses more profitable. So, from those 15 to 20 call, I should convert between 5 to 7 of them into new clients. And the bottom line is that I only can take on 5 new clients.

Either way, the 20 smart businesses that call will gain a ton of advice of proven effectiveness based on my experience with countless marketing campaigns.

**Would you like your business to make more money?
Could you use more clients?**

If you are interested in increasing your business through Direct Marketing, please give me a call at **541-761-8644** OR e-mail me at **craig@simpson-direct.com**.

Still not certain? Don't take my word for it ... take a look at what a few of my clients have to say about me:

*"Since we started working with Craig the **turnaround has been remarkable!** Craig presents us with intelligent thoughtful planning as well as detailed analysis of all our campaigns that make future decisions easy. Bottom line: His services have paid for themselves through improved results!"*

Andrew Lowdon
Barchart.com

"Our organization started working with Craig just 3 months ago. During that short time frame, **our marketing results have increased tenfold!** Craig is easy to work with, extremely responsive, has a keen intellect and has been a great mentor to those on my marketing staff. His organizational skills and his reporting of results have made making marketing decisions far easier than in the past. Not only has Craig more than paid for himself many times over, he has given us the

added benefit of freeing up staff time. If you are considering using Craig's services, I'd highly recommend him. He's not an expense, he's an investment that provides a hugely positive return on dollars spent."

Dennis Tubbergen
GTBK Marketing

"It is extremely difficult to find an experienced direct marketing strategist and project manager who can manage a complete direct marketing campaign from both a conceptual and project perspective. Craig Simpson is among the best I have ever worked with..."

Bob Bly
Direct Response Copywriter

*"Craig is **the best direct marketing production manager I've ever worked with**. He's great at taking ideas for marketing campaigns and turning them into money in the bank."*

Jeff Roberts
Massif Mountain Gear

I've given you some of my credentials and told you what I'm about. I've shown you what a few of my clients have to say about me. But none of this matters unless you desire your company to make more money, and you're willing to spend 30 minutes finding out if I'm the one who can make it happen.

Again, call me today and we'll set-up a time when we can discuss your current marketing efforts and explore some of the ways I can help make them more profitable. The consultation is free ... but it could multiply your future possibilities many times over.

Best regards,

A handwritten signature in black ink that reads "Craig Simpson". The signature is written in a cursive, flowing style.

Craig Simpson
Simpson Direct

PS. Call or e-mail by **June 15, 2010** to get your **FREE 30 Minute Marketing Consultation**. Don't miss out on this rare opportunity for a private consultation where I could show you how to make your company Millions ... just as I've done for many others! Call **541-761-8644** or e-mail **craig@simpson-direct.com**.