

*Attention Loving Parents...*

Discover the Almost Magical Formula  
to Build Your Child's  
Confidence, Focus, and Self-Esteem  
to Prepare them for School and for Life!

As you can see I've included a magic coin trick with this letter to illustrate almost magical formula that will build your child's confidence, focus, and self-esteem to prepare them for school and life.

As a parent you prepare your child for school the best you can every day. But each day we ask our children to face challenges that were unheard of - just a few short years ago.

Overcrowded classrooms, peer pressure, violence, and a level of negativity in our society that can discourage even the brightest and most optimistic child.

And, when our child *hopefully* manages to remain *physically* safe, we can't help but feel alarmed - *wondering if they are maintaining the optimism and the self-esteem they had when they were younger.*

So what do you do about developing the confidence to ask and answer questions? How about the discipline to focus, concentrate, and learned to their maximum potential? Is your child being adequately developed at school?

**You can be sure that these traits and more will be developed at Mile High Karate!**

We've been working successfully with families like yours' since 1983. **Thousands of kids have experienced**

- ✓ **Greater academic achievement**
- ✓ **Unshakable self respect**
- ✓ **Increase strength and fitness, in *both* body and mind**

**with Mile High Karate.**

Now I know what you might be thinking: "*How can I know for sure the "Mile High Karate" program will work for my child? Will learning to 'kick, block and punch' really work for my child?"*

**I've made it very easy for you to find out**.....See for yourself, if, in fact, I can give your child the powerful benefits promised in this message.

Believe me. Just with these short lessons, your child will come away with her self confidence greatly improved. Not just in how she feels. She'll actually end up with real "life skills." Skills that she can put to powerful use right now, today.

***You have absolutely no risk.***

To schedule the first of your child's free classes, simply call our admissions director at <<phone>> and ask for <<name>>, tell him that you received this letter and you would like to

take advantage of the “No Strings Attached FREE Trial Offer”!

Whatever you do, I urge you to call today and schedule your first class. Believe me, it could be the most important thing you will do for your child!

**Call Right Now - <<phone>>**

**“NO-Strings Attached FREE OFFER!”**

Call now and you will receive:

**FREE LESSONS (\$49.00 value.)** <<your name>> is offering you two 15 minute private lessons, and two weeks - for FREE at the Karate School (with no strings attached.) See for yourself if, in fact, he can give your child the powerful benefits promised in this letter. During these lessons your child will have an opportunity to build a closer relationship with the instructor and they will have an opportunity to answer any and all questions that you may have about their program.

**FREE Official Mile High Karate Uniform (\$89.97 Value)** After your child's second visit to the karate school your child will receive an official karate uniform that is theirs to keep - no charge!

**FREE "See the Impact" DVDs (\$49.97 VALUE)** This special DVD highlights the NINE WINNING TRAITS of Black Belt and tells the story of overcoming obstacles and achieving your goals with courage and initiative. It teaches about the student creed and the success skills of famous martial artists.

**FREE “In Their Own Words” CD (\$19.97 value)** This professionally produced CD shows you the progress of other students, talks with parents about their concerns and results, and includes an interview when I discuss the philosophy of our school and our regular outcomes for our students.

**FREE “Student Parent Conference” CD (\$197.97 value)** Before or during the introductory program we will meet one on one to discuss your child's needs and your child's progress. We will educate you regarding our program and help you understand the developmental process for your child. We will give you tips on how to reinforce your child's development and share with you his progress.

**That's a \$228.88 value for FREE.**

Warmly,

<<Your name>>

**P.S. Since you have your round TUIT now you don't want to miss this opportunity for your child to experience the almost magical formula to build your child's confidence, focus, and self-esteem to prepare him for school and for life!**

P.P.S. Remember you'll receive \$228.88 worth of lessons and other goodies for FREE.