

Why in the World Is Rich Brune of Titan LED Lighting Sending You Real Shredded Money?



Dear <FIRST>>,

You may remember me as the person who sent you that unusual, green, bank bag a few weeks ago that included a picture with Jay Leno.

If you recall, I told you about a new, MADE-IN-AMERICA, LED lighting solution for your <<office>> that will reduce power and energy consumption by a minimum of 50% and up to 75%, **saving you [\$X,XXXX] per year** based on your office size and operating hours (by my conservative estimations).

But for some reason we haven't spoken yet. And the only logical conclusion I can come to is that you're simply not interested in saving thousands of dollars per year.

Company, Location	Pre-LED Electric Bill	Post-LED Electric Bill
• Floral Shop; Niles, OH	\$663	\$236
• Hardwood Company; Denver, CO	\$3,816	\$2,135
• Medical Facility; Thousand Oaks, CA	\$4,225	\$1,809
• Ace Hardware; Warren, OH	\$898	\$440

Could you use "extra money" like that every month? We can make it happen.

That's why I sent you this small bag of shredded money to help illustrate the amount of money that could go straight to your bottom line simply by upgrading to a new, energy efficient Titan LED lighting system.

What You can Expect: Lower Energy Bills, Increase Bottom Line, Dazzling Results. How much will you save every month when you install LED lighting at your business? Take a look at the monthly savings these Titan LED clients are enjoying. Could you use "extra money" like that every month? We can make that happen.

This small bag contains the equivalent of ten \$100 bills (\$1,000), or about the amount of money you'll save within XX weeks of installing new LED lighting.

You Have Pre-Qualified For a Lease-to-Own Program, With a Positive Month-to-Month Return on Investment, Including the 1st Month, Guaranteed.

Because you have pre-qualified for a brilliant lease-to-own program that gives you lower cost, energy savings, and a brighter atmosphere, a Titan LED lighting system is available to you, immediately.

You'll have no up-front cost, **positive cash-flow**, and ongoing savings of 50-75% off the overhead lighting part of your electric bill – plus you'll be making a significant positive effect on the environment. In fact I'll even put my money where my mouth is:

My Amazing "You'll See the Light" Opportunity (Guarantee??):

I will come to your office and **retro-fit up to three 2' x 4' light fixtures with brand new LED light panels installed in your office for free.** It could be your personal office, a meeting room, a space in your warehouse or showroom... ANYWHERE.

I'll allow you to experience the dazzling results for yourself for 120 hours (that's an entire 40-hour work week). If you're not convinced the lighted area isn't far superior to traditional overhead fluorescent lighting, I'll come and remove them **at no cost to you**. This is light you need to experience to believe.

Designed and Installed in Days (weeks?), With No Interruption to Your <<Office>>

Once you see the bottom-line savings and experience our stunning light, our design team will spring into action, tailoring a customized solution for your specific needs, including color, size, and placement.

Some designs are as simple as swapping out your dated and costly florescent lights with the technologically advanced Titan LED light.

Depending on your business you may choose to work more closely with our design team, using our knowledgeable team to expertly help you display merchandise in your showroom, shine light in dimly lit corners and corridors, or help you choose colors you never thought possible to illuminate a room. The possibilities are endless.

LED lights are designed to focus its light and can be directed to a specific location. From grocery stores to car dealerships, to showrooms and office environments, you'll see everything clearer and cleaner than you every thought possible.

You'll also have access to our local and professional installers, who have installed thousands of these same lights around our area. Or you can have your on-site facilities maintenance team can take care of installation, it's completely up to you.

As for maintenance, you won't have any! Our LED lights are rated for at least 102,000 hours! That's 44 years for a business operation 9 hours a day, 5-days a week, and 23 years for a business running 12 hours a day, 7-days a week!

Don't Be Deceived By Cheap, Low-Quality, Off-Shore Imitations

Nearly all of our competitors have shipped their operations "off-shore," in search of lower production costs. Some may have found it, but they've also discovered their quality is severely lacking when compared to Titan's American-Made brand of LED lighting.



Titan LED President Brian Hennessy and former *Tonight Show* host Jay Leno. Mr. Leno entrusted Titan LED to install our state-of-the-art lighting system in his 100,000 square foot garage to proudly display his car collection. While it may seem expensive, our LED lighting will often cost you zero out of pocket and is guaranteed to save you \$X,XXX per year! **Get up to 4 brand new LED light panels install installed in your office for free by calling XXX-XXX-XXXX.** See the entire video, starring Mr. Leno, at <http://tinurl.com/TitanLED>

LED vs. Fluorescent Lighting	
LED Lighting	Fluorescent Lighting
<ul style="list-style-type: none"> • Provides steady, constant light (natural white or cool white) • Stays cool even if left on all day • Made from environmentally safe materials • Uses less than half the power • Rated at 100,000+ hours • Offers ongoing savings (lower energy bills, no maintenance, no ballasts, reduced cooling costs) 	<ul style="list-style-type: none"> • Suffers from frequent flickers and buzzes (yellowish) • Heats up to dangerous temperatures • Contains mercury and phosphor • Uses double the power • Lasts from 7,000-10,000 hours • Loses 30% of its light output in its first 1,000 hours of operation • Does not offer ongoing savings

While these “imitators” shout about “cost-per-bulb savings,” that simply isn’t true. Over-seas manufactured bulbs have a lifespan that is 50% less than our domestic, American-Made LED’s.

Don’t Delay. Only ~~X~~³ Free Installations in Missouri Left!

I know it may be hard to believe that you can cut the overhead lighting portion of your electric bill by 50-75% AND get a

superior product. However, I’ve done extensive research on your business building size and operating hours and I’m convinced that these results are 100% attainable for your business.

By replacing your current fluorescent lights and upgrading to Titan LED’s, you’ll save at least \$X,XXX per year on lighting. And with no out-of-pocket expenses, and the dramatically lower cost of the lease compared to your monthly cash savings, you see an **immediately POSITIVE return on investment, starting your very 1st month, Guaranteed.**

To get your **4 FREE Titan LED light fixtures install at no charge for you**, in any space in your office for 5 working days, simply call XXX-XXX-XXXX.

I’ll also reach out to you over the phone in the next few days to confirm you received this letter. I look forward to speaking with you!

Sincerely,

Rich Brune
 (573) 694-1268
 Titan LED Lighting
 3110 Hwy. E ♦ New Haven, MO 63068

P.S. Please take a moment to turn this page over and read letter I recently received from XXXXXXXXXXXXXXXXXXXX at XXXXXXXXXXXXXXXXXXXXXXXXXXXX. He’s in your same business. I wanted you to personally read what he’s experiencing with Tian LED lighting, and most importantly, his bottom-line savings of \$X,XXX with an instant positive return starting the 1st month!

P.P.S. I certainly can’t install **4 FREE Titan LED light fixtures in your office for 120 hours** to everybody. This letter is going out to 100 different business owners. I can extend this offer until <<DATE>>>, or for the first ~~X~~³ callers. Don’t delay!

You would add the appropriate testimonial to the package. I would use the testimonials linked below or any others you have that are relevant to the recipient's industry. Below is an example:

<http://www.titanled.net/#!testimonials/galleryPage>



Mission Trace Ace Hardware

3851 E. 120th Ave.
Thornton, CO 80241

Phone 303-252-1776
Fax 303-252-8193

March 28, 2013

Dear Brian,

We at Mission Trace ACE Hardware are very happy with the change-over to Titan LED lamps, verses our previous Fluorescent lighting. We had T12 eight foot tube lamps and it was getting hard to find a supplier for lamps and ballasts. Beside the prices have *sky rocketed* since the end of T12 manufacturing in June of 2012. It was always a hassle trying to keep up with bad Ballasts and Lamps. We were sinking money into an inferior product that didn't perform well. We didn't like climbing the tall ladders necessary to replace the failed fluorescent product. Now with the LED lamps and NO ballasts we won't be climbing ladders for about **18 years!**

We love the improved lighting and our customers like the change because they can more easily read labels and our store looks inviting. We are now up to date with the best technology available. Titan LED is a company which stands behind their product and one of the few who put their product through outside independent testing to establish criteria for their product (LM79).

Our utility bill has decreased by nearly **53%** which means we are saving a significant amount of money on our utility bill and on maintenance, now my staff can concentrate on sales assistance. Since lighting is the main source of electric use in our retail arena, we appreciate the savings all day long. Our savings on the utilities are nearly covering our capital outlay for the lights. The lease program helps to keep us near the same outlay of cash during the lease and then when the lease is paid off those extra dollars will be additional profit!

We appreciate the thorough assistance by the Titan LED Lighting Consultant all the way through the process to completion. Titan is committed to customer satisfaction and will assist in whatever way they can to provide excellent customer service!

Titan's staff is professional and their business approach made the process simple and a no brainer for us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Wendell Phifer', written over a white background.

Wendell Phifer, Owner
Mission Trace Ace Hardware
Thornton, CO