

“Here’s an Idea So Valuable That It Needs to Be Delivered On a Silver Platter”

Dear [personalized],

Remember me, I’m the guy who sent you the Bank Bag a couple weeks ago and the response was so overwhelming I figured that maybe you’ve set it aside and haven’t had a chance to get back to me.

I’m guessing you’re like just about everyone I know, and in today’s economy you likely want (or need) to stretch you dollars as much as you can and protect your investments. Regardless of the economy, your car is going to need its regularly scheduled maintenance and it’s likely that you’ll need some additional service also. And, even in good times, I know how people hate it when they have an unexpected large auto repair.

That’s why I created the [your business name] VIP Club that **instantly grows your money by 20% and**, you’ll get, exclusive extra bonuses each year on your auto maintenance. The savings are so great they need to be delivered on a silver platter.

Here’s how it works:

Simply Join our VIP Club and GROW Your Auto Repair Dollars Instantly by 20%

- Your VIP Gift Certificates NEVER Expire, so use them whenever you need them
- Use your VIP Certificates on ANY auto repairs we perform
- Use them on your vehicle or give them as gifts
- VIP Gift Certificates help you budget your vehicles expenses and take a bite out of any unexpected future repair costs
- In addition you’ll get exclusive extra bonuses throughout the year (see below)
- You can cancel you VIP Membership at any time. Just give us a call.

I Did the Math For You Just Look How Quickly Your VIP Club Savings Add Up!

Month	1	2	3	4	5	6	7	8	9	10	11	12	Total	You Save
Platinum Level														
Your Investment	100	100	100	100	100	100	100	100	100	100	100	100	1200	
Your VIP Certificate	120	120	120	120	120	120	120	120	120	120	120	220	1540	\$340
Gold Level														
Your Investment	50	50	50	50	50	50	50	50	50	50	50	50	600	
Your VIP Certificate	60	60	60	60	60	60	60	60	60	60	60	110	770	\$170
Platinum Level														
Your Investment	25	25	25	25	25	25	25	25	25	25	25	25	300	
Your VIP Certificate	30	30	30	30	30	30	30	30	30	30	30	55	385	\$85

(over)

Choose Your Membership Level (membership is non-transferable)

Platinum Membership

Monthly membership fee of \$100 is charged directly to your credit card. You will receive and Gift Certificate worth \$120 cash each month you're a member! And... as an additional bonus you'll receive an extra \$100 Gift Certificate on the 12th month absolutely FREE!

Gold Membership

Monthly membership fee of \$50 is charged directly to your credit card. You will receive and Gift Certificate worth \$60 cash each month you're a member! And... as an additional bonus you'll receive an extra \$50 Gift Certificate on the 12th month absolutely FREE!

Silver Membership

Monthly membership fee of \$25 is charged directly to your credit card. You will receive and Gift Certificate worth \$30 cash each month you're a member! And... as an additional bonus you'll receive an extra \$25 Gift Certificate on the 12th month absolutely FREE!

But Wait Here's Your First Exclusive FREE Bonus

Choose 1 of These Free Gifts When You Join at the Platinum Level before **[exp date]**



Chefmaster™ 19pc Barbeque Set
\$58.95 Value



Yorkcraft™ 125pc
SAE & Metric Drill Bit Set
\$59.95 Value



Embassy™ 23" Italian Stone™
Design Genuine Leather Super
Deluxe Backpack/Rolling Cart
\$56.95 Value

Choose 1 of These Free Gifts When You Join at the Gold Level before **[exp date]**



Slitzer™ 9pc Professional
German Style Jumbo Steak Knives
\$35.95 Value



Chefmaster™ 8pc Barbeque Set
in Carrying Case
\$36.95 Value



Magnacraft® 10x50 Binoculars with
Ruby Red Coated Lenses for Glare
Reduction \$36.95 Value

Choose 1 of These Free Gifts When You Join at the Silver Level before [exp date]



Alex Navarre™ 2pc Pen Set
\$21.95 Value



All-Weather™ 60" Golf Umbrella
\$28.95 Value



Maxam® 25pc SAE Tool Set
\$27.95 Value

Credit Card #: _____ Exp Date: _____

___ Visa ___ MasterCard ___ AMEX ___ Discover

Signature: _____ Date: _____

Printed Name: _____

Address: _____

City, State, Zip: _____ Phone: _____

Wishing you a great nights sleep...

Sincerely,

[Your Signature]

[Your Name]

P.S. Join today and you'll instantly start getting silver platter savings. Your auto repair and maintenance dollars grow instantly by 20% and you'll receive exclusive bonuses throughout the year.

P.P.S. Do you know a well poorly tuned car can waste 30% of your gasoline? Give me a call at [Insert Phone] if you have any question about our VIP Club.

Insert Shop Logo Here

Insert Address and Phone Here

[Insert testimonials of your product or service here, a before and after quote about how they wished they didn't wait as long as they did].