

# Here is Information So Important It Needs to be Delivered on a Silver Platter

Dear <<Personalized>>,

You likely remember I sent you a Million Dollar Bill in a Bang Bag a couple of weeks ago to congratulate you. Like I said in that letter, these are letters I love to write. Only about 1 in 20 students who start in our program pass the rigorous screen process to determine if they are ready to move on to Black Belt and beyond. I'm happy to say your child your child has reached that level, so again... **Congratulations!**

Since you haven't called to set an appointment to discuss your child's promotion to the <<name of leadership program>> I thought I would send this letter to remind you and I thought that sending it with a silver platter was especially appropriate.

Like I mentioned in the previous letter our teachers and school operators are trained for 100's of hours – on the teaching and developmental skills necessary to achieve Black Belt. They are taught how to check for aptitude and attitude for a strong Black Belt candidate and how to qualify prospective candidates to be allowed to train to Black Belt and beyond.

Your <<son/daughter>> has been evaluated by the instructors at <<your school name>> in this RIGOROUS screening process and they have determined that <<he/she>> has what it takes to become a Black Belt candidate at <<your school name>>. In fact <<name>> was unanimously approved by our staff to move on and to be considered to train to Black Belt and beyond – and, to earn the Internationally Recognized symbol of achievement in Martial Arts – ATA's Black Belt.

As I mentioned this is a letter I love to write. One of the few things I enjoy more than writing this letter is awarding black belts and I'm looking forward to awarding your <<son's/daughter's>> in a few years... So again, congratulations!

## **Let me remind you of the true story I wrote about a couple weeks ago**

For many years now <<your business name>> has held a retreat with all of our Advanced Black Belts and Instructors. The big event of the year is an opportunity for all of our staff and high ranks to bond and share stories and experiences.

An annual ritual has become – sitting down the Black Belts and asking a simple question:

Now, you've got to suspend disbelief for a second on this one...

What if I possessed a "time-machine" and could transport back to the moment that you decided to commit to Black Belt (and beyond) at <<your business name>>. What if you could travel back – and, while traveling back you would lose all of the skills, knowledge, attitude, friends, and accomplishments that you've achieved on the way to Black Belt?

If I had that ability – how much would I have to pay you to allow me to take away all you've accomplished due to your association with <<your business name>>?

Well – often there is a stunned silence among the participants – and, their parents.

Then I ask – what if I reimbursed 100% of everything you ever paid in tuition, events, equipment – If I reimbursed everything that you've paid – and, even paid you \$25 or even \$50 per hour for the time you've spent? Would you take me up on the offer?

Now remember you would have to give up all of the skills, knowledge, attitude, friends, and accomplishments that you've achieved on the way to Black Belt?

**In every instance – 100s of times - the answer is a RESOUNDING – NO WAY!**

Well, I then ask. .... What if I upped the ante? How about \$50,000.00? No wait... Better yet, how about \$100,000.00? For \$100,000.00 would you let me take back everything you've learned and accomplished through <<your business name>>?

Again – a RESOUNDING – NO WAY!

Ok, Ok – I reply. Maybe that's not enough to really change your life. Let's think about a REALLY BIG number!

**How about \$1,000,000.00 - One Million Dollars!?**

**I'll give you \$1,000,000.00 in exchange for the**

**skills, knowledge, attitude, friends,**

**and accomplishments that you've achieved**

**on the way to Black Belt?**

**You Have to Accept That!**

Come on – that's A LOT of money – what about \$1,000,000.00?

If I could give you \$1,000,000.00 cash – would you let me take back everything you've learned at <<your business name>>? – and take a different path 3, 4, or 5 years ago?

What do you think over 1000 Black Belts and their parents – have unanimously said to that outrageous proposition?

Can you guess?

Well you are right.

EVERY one of them in the last 19 years have said not only NO – but, hell no! Each and every Black Belt ever developed at <<your business name>> has said the experience was not only worth \$1,000,000.00 but literally was PRICELESS!

Sincerely,

<<your name>>,  
<<4th Degree Black Belt>>  
Chief Instructor – <<business name>>

P.S. Once again, congratulations on your support in developing the aptitude and attitude your <<son/daughter>> has needed to reach this level of achievement and pass our rigorous screening process. I'm looking forward to awarding <<him.her>> black belt in a few years.

P.P.S. Call <<name>> to set an appointment to discuss our <<Leadership Program name>>..