

## Worry Doll



This was mailed in a #10 envelope with a little Worry Doll inserted into the fold of the letter.

The last four pages were a separate flyer included with the Worry Doll.

This is the same insert that was used in the shredded money letter and Round TUIT letter

## I'm Worried About You

I sent you a letter with a little bag of real shredded money in it about four weeks ago, and a Round "TUIT" a couple weeks ago but I haven't heard from so **I'm Worried**... I've included a little Worry Doll that you can use if you wish.

Almost everyone I sent my invitation to attend our Customer Appreciation Conference has enrolled so when I didn't hear from you I was worried. You see, this is going to be a great event and I want to be sure you don't miss out on the opportunity to get the information you'll need to thrive in 2013.

**Be sure to enroll now before it's too late.**



### **2013 Customer Appreciation Conference**

March 5, 2013  
Holiday Inn, Renton, Washington  
9:00am - 5:00pm  
It's Free For YOU!  
Enroll at [www.ARS2013CAC.com](http://www.ARS2013CAC.com)

#### **What is a Worry Doll?**

Worry dolls are traditionally made in Guatemala. A person (usually a child) who cannot sleep due to worrying can express their worries to the doll and place it under their pillow before going to sleep.

According to folklore, the doll is thought to worry in the person's place, thereby permitting the person to sleep peacefully. The person will wake up without their worries, because which have been taken away by the dolls during the night.

Parents may remove the doll during the night, reinforcing the child's belief that the worry is gone. Some parents involve the child in making the dolls to further increase the psychological benefits

I'm putting on this event as my thank you to you for giving me and my family everything we have but it's also a fact that:

#### **The only way American Retail Supply can thrive is when you thrive**

When you thrive you'll need more bags, displays, fixtures and everything else you need to run your store(s) and I will hopefully be the business you turn to for those supplies.

#### **Whether You've Been With Us For 30 Years or You're Brand New, Thank You and Please Accept This Gift From Me**

You might remember our Customer Appreciation Event we did in 2005 at the Tacoma Convention Center and 2006 at the Seattle Convention Center. They were a hugely popular,

three day events that took a **mammoth** amount of time and money for us to put on... but, I loved them and I loved how much our clients - like you - loved them!

**So It's Back...**

**2013 Customer Appreciation Conference**

**March 5, 2013 - Holiday Inn, Renton, Washington**

**9:00am - 5:00pm**

**As a Client of American Retail Supply This Event is FREE for YOU!**

I will be speaking and I have invited two special guests who will help you thrive in 2013.

**But Remember...**

**Not Only is the Conference FREE for You**

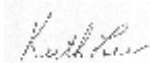
**Because I Know Your Time is Valuable - You Get My Triple Guarantee**

When you reserve your seat at the conference you will be charged a \$100 deposit that will be refunded at the event. **Here's why we have the refundable deposit:** The ballroom we have reserved only has room for only 100 people. When 100 people sign up we need to cut off enrollment. The \$100 deposit helps us assure that seats won't go empty.

## **Here's My Triple Guarantee**

**Attend the Conference for the Entire Day from 9:00am to 5:00pm and if you are disappointed in any way just tell me and I'll give you your \$100 PLUS a \$200.00 Gift Cards to use on any products from American Retail Supply Register at [www.ARS2013CAC.com](http://www.ARS2013CAC.com)**

Remember, Only Happy Clients Come Back



Keith Lee

Owner, American Retail Supply

P.S. We only have room for 100 people. Enroll today to be sure you're not locked out.

**P.P.S. Open the enclosed envelope only if you want to find out what social network increased one retailer's revenue by 4 times in six months.**

P.P.S. Go to [www.ARS2013CAC](http://www.ARS2013CAC) right now to enroll.



## 2013 Customer Appreciation Conference

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Holiday Inn, Renton Washington

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### Keith Lee

#### Implementing Out-Nordstrom Nordstrom Customer Service in Your Business

Ask each of your employees right now, “Who’s the boss? Who gives you your pay check?” If the huge majority of your employees answer, “Our Customers,” you don’t need to listen to Keith Lee, the author of Out-Nordstrom Nordstrom, Creating Legendary Customer Service. If you get other answers you need to take copious notes during Keith’s presentation, “Implementing Out-Nordstrom

Nordstrom Customer Service in your Business.”

#### During Keith’s presentation you’ll learn:

- The single most important thing you need to do to create Out-Nordstrom Nordstrom Customer Service in your business.
- The 7 simple things you can do tomorrow to improve your customer service by 100% in one week.
- The 3 steps to implementing Out-Nordstrom Nordstrom Customer Service in your business.
- How to make sure that everyone in your business understands – and never forgets - who gives them every pay check they will ever get, who pays for their vacation, who pays for the kids school clothes, who... The Customer.
- How you’ll know when you’re actually delivering Out-Nordstrom Nordstrom Customer Service.
- The astonishing facts, from a Harvard Business Review study on the effects that customer service can have on your bottom-line take home income. What are you going to do with all that money after you implement Out-Nordstrom Nordstrom Customer Service in your business?
- The most surprising, but critical, customer service practice that you must implement in your business immediately.
- Why Keith loves complaints.
- The one thing you must do to make sure all of your employees understand the value you put on delivering Out-Nordstrom Nordstrom Customer Service
- The most important skill that you must teach every employee

OVER.  
PLEASE

- How to get great customer service ideas
- Disney's secret to continually improving their Guest service



**Travis Lee**  
**Outrageous Advertising That Gets Outrageous Results**

Travis Lee is internationally known as the expert in getting direct mail delivered and opened. As president of 3D Mail Results he generates huge returns for thousands of businesses each year who use his innovative multi-step marketing.

Some of the biggest names in marketing and direct mail in the world, including Dan Kennedy, turn to for advice.

His unique, yet tested marketing methods have helped add millions of dollars in sales to a wide variety of businesses, from “kitchen-table-run” sole-proprietors, to National and Multi-National businesses mailing millions of pieces of mail a year and local independent retailers.

He has spent the last 5 years creating some of the most successful direct mail campaigns, specifically designed to give the small business and entrepreneur a leg-up against the competition. He is the creator of the Done-for-You 3D Mail Direct Marketing System, through which his company provides specialized direct mail and ready-to-use sales letters to thousands of clients around the world.

Travis influences well over 10,000 independent business owners annually through his newsletters, emails and direct one-on-one consulting.

As a speaker, thousands of business people, from small business owners to corporate executives, have enjoyed his energetic, interactive and informative presentations

**Ask yourself these questions:**

- “Does my marketing stand out from the crowd?”
- “Does my advertising set me apart from my competition?”
- “Am I using direct mail to its fullest effect and profitability?”

**If you answered “NO” to any of these questions,  
 then you MUST see Travis’ presentation  
 Outrageous Advertising That Gets Outrageous Results.**

Each and every one of us is hit with a barrage of advertisements and marketing messages every day. The average American sees 3,800 marketing messages each day. That’s 1,387,000 a year!

How are you going to set your marketing apart, so you’re the 1 in 1,387,000 that your prospect, or customer pays attention to?

Not only are we overwhelmed by the marketing we see, we’re bored by it. Think about the advertising you see. It all looks the same. Just think of Super Bowl ads. While many are hilarious, how many of the products or companies do you

**NEXT  
 PLEASE**  
 →

actually remember? How much of it actually catches your attention, grabs you by the throat, and compels you to act? Not much.

We're all suffering from marketing incest but Outrageous Advertising is different. It cuts through clutter. It gets attention. It gets opened... instantly, and it gets read.

Travis is going to pull back the curtain and show you how to really make money using direct mail, the smart and effective way. He'll reveal "ninja" strategies usually reserved for his private coaching and consulting clients. Plus, he'll dive into his archives and show you HUGE winners from his businesses, and those of his clients. He'll go over their campaigns in exacting detail, so you see exactly the steps that guided them to success. You'll be able to swipe these ideas and make them work in your store in short order, with minimal effort.

Within the first 15 minutes Travis will reveal the #1 thing you MUST do to have successful marketing (and it's probably not what you think). Travis will be opening the vault to reveal the BIG winners for him, his businesses, and his clients.



### **Josh Hudson**

#### **How to Actually Make Money (and not waste time) with Facebook, YouTube, Twitter, LinkedIn, and Pinterest**

Are YOU harnessing the great viral power of social media at your business? Using social networking sites like Facebook, YouTube, Twitter, LinkedIn and Pinterest are great ways to connect with new customers and build better relationships with past ones...but who has the time and where do you start?

Many business owners quickly get frustrated with the amount of time it takes to use social media and the small amount of money that actually gets put into the bank from its use. Josh Hudson will be sharing his blueprint for effective marketing with social media that won't demand all of your time and will give you instant results in your business!

#### **During this content rich and high energy program Josh will cover:**

- Personalize...Don't Commercialize! Shifting your marketing mindset to fit a social media driven world!
- Tips for Lead Capture and Building Your Marketing Network
- Custom Pages and Campaigns Branded to Your Business
- The Concept of "Social Proof" and Building Up Chatter/Interaction with Your Customers
- Ways to Effectively use Video and Images with Social Media - Start showing and stop telling!
- Having Fun - Tips for not being boring!

Josh Hudson will be your business' social media "foreman" at the Build a Better Business Conference on March 5 at the Holiday Inn in Renton. He'll guide you through the possibilities of marketing with social media!

### **Social Media Facts**

Do you know the social network that has quadrupled one store's revenue in six months? Have you heard of the social network that is driving more traffic than yahoo, Bing, or Twitter to 200,000+ websites?

**If You Guessed Pinterest ([www.Pinterest.com](http://www.Pinterest.com)) - You're Right**

**Interesting Pinterest Facts:**

- Pinterest.com had over 20.4 million unique visitors in June
- 79% of Pinterest users are female, and 21% are male
- 80% of the top 15 Pinterest categories are connected to commerce
- Pins with a price tag get more likes than pins without
- The average order value of a purchase from Pinterest is \$179.36

With that said, you should only be using Pinterest if your customers are there. Are your customers women? Do they like fashion, shopping, jewelry, health, clothing, or reading? If so, there is a good chance that your customers can be targeted on Pinterest.



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