

June 29, 1993
09:18 PM

TO: «title» «name1» «1st»
FROM: Larry Miller

Dear «title» «1st»,

As you can see I've stuck a nice crisp dollar bill to the top of this letter. Why have I done this? Well, there are two reasons:

1. I've got something important to tell you and I wanted to make sure that this letter grabbed your attention.
2. And second, since what I'm writing to you about has to do with making more money in your business selling to the Church market, I thought that using a dollar as a little financial "eye-catcher" would fit.

Here's what it's all about: A couple of days ago you asked me to send you some more info on the upcoming, First Annual Worship EXPO '94, and how exhibiting at the EXPO can

- * **Generate Qualified Leads For You,**
- * **Create More Customers For You and Your Business,**
- * **Promote The Awareness Of Your Business To Church Decision-Makers.**

After you read this letter, you'll understand how you can really make a lot of money in your business by using Church EXPO '94 to reach church decision makers from around the country.

We're expecting from 600 to 1,000 church decision-makers to come to Church EXPO '94. These decision-makers not only attend educational clinics; but they are also excited to

See You, Your Services and Products, & How You Can Help Them In Their Worshipping Efforts!

In other words.... this is your opportunity to sit down, **FACE-TO-FACE** with the people who sign the checks that go with your orders. There's not another opportunity like this.

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Let's face it, selling to these fine people by mail or over the phone is just plain frustrating -- and costs you too much to be able to make a good profit.

And to reach all of these potential buyers with sales people out in the field will cost you even more in time, money and energy -- not to mention the frustrations of

- * organizing a sales team,
- * motivating a sales team,
- * managing a sales team...

It just makes more sense to

Have The Decision Makers Come To You!

And with booth space available for as low as \$450, that means it'll cost you less to sell face-to-face than with any other marketing medium.

Figure it out: Booth space = \$495. Divide that by the lowest projected attendance; just 600 decision making show attendees... and you come up with \$.825 cents per attendee. No other marketing medium is nearly as cost effective; plus the fact that you get face-to-face selling opportunities.

Booth Space Is Available For \$450

While booth space is available, we're offering you the \$495 cost to you if you reserve your booth space by August 1, 1993.

After that, space is going up to \$595 'til September 30; and after that, booth space is \$795.

So, to get the "early-bird" rate of \$495 you need to decide now whether or not you're serious about wanting to sell more of your products or services to more churches *faster than you thought possible* by exhibiting at Church EXPO '94.

Why?

It's simple to understand.

You see, the convention hall and hotel that we're negotiating with, must have our money by October, 1993. Yes, ONE ENTIRE YEAR BEFORE the event even takes place! (I never knew how "hot" exhibit space was in Kansas City!)

AND this EXPO is so "hot" that our phones are ringing off

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the hook and \$450 deposits are pouring in for exhibiting space.

You see, folks who have been marketing to churches for a while realize that the best possible way to get your product or service sold is to

Get It In Front Of The Church's Decision-Maker, And Let Them Touch It, See It, Get To Know It, And Then There's An 87% Better Chance That They'll BUY IT!

But listen.... for the exhibiting spaces that are still available, I want to make sure I bring in exhibitors that are going to do well.

You see, I have a different way of thinking when it comes to investing your dollars in exhibiting:

**If I don't feel like you're going to make money,
then I won't take your booth reservation.**

You see, quite frankly, I don't want to have "one-shot" exhibitors.... and if I feel that you aren't going to achieve your advertising and business goals through exhibiting at Church EXPO '94, then it's best that you don't exhibit.

I want to get exhibitors that do well.

If you do well then you'll want to exhibit in 1995, '96, '97 and on and on. If it's profitable for you -- then it'll be profitable for me... that's how everyone wins.

The only way I can get your repeat business is to:

*** Deliver Quality Church Decision Makers To Your Booth**

Give me (Larry Miller) or Diane a call at (916) and let's see if Church EXPO '94 can help you reach your objectives.

Let me be honest with you too.... **if I can't help you, then we won't do business.**

Doesn't that make sense?

I'll tell you, it makes sense to dozens of businesses of all types from around the country that target Church Decision Makers.

Is Church EXPO '94 For You?

I've been around this business for 15 years -- and after we

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talk for 5 or 10 minutes, I'll know whether or not Church EXPO '94 can help you.

So give me a call and let's talk -- no sales pitch. Just a frank discussion about whether or not Church EXPO '94 is for you.

Don't you think you owe it to yourself to check it out further? Call me now at (916) 432-2451.

Yours For Increasing Profits By Exhibiting At Church EXPO '94,

Larry Miller

P.S. Remember, if you're serious about wanting to increase your profits by selling to church decision makers *face to face*, then this is a 100% guaranteed way to do that in the shortest possible time, at the least possible cost. Call me now at 432-2451.... ask for Larry or Dianne.