

November 4, 1994
12:28 AM

TO: «title» «name1» «lst»
FROM: Larry Miller

Dear «title» «lst»,

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 churches with **100% Guaranteed Advertising**, 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 how Church-Marketplace can

- * **Generate More Qualified Leads,**
- * **Create More Profits For Your Business, and just plain**
- * **Make More Money In Your Business Using The Most Unique Form Of Direct Marketing... 100% Guaranteed.**

After you read this letter, you'll understand how you can boost your business sales by targeting your advertising message to the churches in the specific areas you want; with Church-Marketplace's direct mail advertising package, 100% guaranteed.

100% Guaranteed?

Yes.

100% guaranteed direct marketing advertising.

Probably something you've never heard of -- but, here's how it works:

If your marketing piece in Church-Marketplace's direct mail package doesn't at least pay for itself, you get a complete refund -- no questions asked.

(go to page 2)

It's that simple.

Am I crazy to offer a guarantee like this?

Maybe so.

But, the way I figure it is that, if you're not totally pleased with my services, then that's my problem.

You see, most any other direct marketing out-fit just wants your money -- then they kinda just "hope" that it all works out for you. *Hopefully* you get some sales. *Hopefully* you get some leads.

Hopefully it all works out and you'll buy from them again. But with other direct marketing deals, when it doesn't work out... guess who loses?

YOU!!!

You are the only one that's out -- because you're the one that put up the money to pay for it all! **THEY DON'T GIVE YOU A GUARANTEE!**

CHURCH-MARKETPLACE DOES!!!

Besides that, here at Church-Marketplace, I have a different way of thinking when it comes to investing your dollars in targeted direct marketing efforts:

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

You see, quite frankly, I don't want to have "one-shot" advertisers.... and if I feel that you aren't going to achieve your advertising and business goals through using my service, then it's best that you don't use Church-Marketplace.

I want to get advertisers that do well.

If you do well, then you'll run with Church-Marketplace again and again and again. The only way we can get your repeat business is to:

- * **Deliver quality leads to you,**
- * **Increase your profits, and**
- * **Help you generate sales.**

Let me be honest with you too.... **if I can't help you, then we won't do business.** Doesn't that make sense? How many

(go to page 3)

of those "card packs" have you talked to that ever said anything like that?

I've been hounded by card-packs time and time again; and though the price seems "right" they almost never deliver, and

**You don't get any kind of guarantee
that offers you your money back!**

There's not a card deck in the world that offers you a 100% money-back, satisfaction guarantee like I do here at Church-Marketplace.

The important thing is to **determine exactly what it is that you're trying to accomplish by using Church-Marketplace.**

If I feel like I can help you accomplish your goals -- then I'll guarantee it 100%... unconditionally. You've got no risk.

My feeling is that you've got to at least bring back in what you invest on it -- or we shouldn't do business. See, I want you to get more out of our relationship than I do. And to show you I'm serious, here's.....

A Special Bonus For Running In The September Mailing

You get one of our JET-AWAY GET AWAY game pieces. On it you'll find 6 rub-off squares and a bonus square. Now, get this:

Everyone That Runs in The September Mailing Will Automatically Win 3 Days & 2 Nights Accommodations in one of these great vacation spots:

- * Hawaii
- * Mexico
- * Bahama's or
- * Orlando.

And when you scratch off the bonus square you may win the GRAND PRIZE:

**A Vacation To Orlando, Florida -- Including Airfare
Hotel, Attraction Tickets & A Car Rental!!**

I know that you'll be pleased with the amount of business Church-Marketplace will bring you.... how do I know?

Because with Church-Marketplace you get your mailer written by one of the TOP COPYWRITERS in the country... Brian Keith Voiles.

You see.... I've been at this marketing game for a while

(go to page 4)

-- Page 4 --

and developed some contacts over the years. Brian is one of the best results-getting, sales-generating advertising writers I've ever met. And through an exclusive contract with him, here's what I've gotten him to do for you:

**At NO COST TO YOU, Brian Will Work With You To Write & Design
A Sales-Generating Mailer For You To Put In The
Church-Marketplace Mailing!**

**That's \$650.00 worth of experienced, professional help -- a
HUGE value that you get FREE!**

*The only catch is to this deal is that you must reserve
your space in the next mailing before _____, 1993.*

So let's get together. I can help you; I've been around this business for 10 years -- and after we talk for 5 or 10 minutes, I'll know whether or not Church-Marketplace can help you.

So, to help you decide whether or not Church-Marketplace is for you, and whether or not you should invest any more of your time or mine:

**Call me Larry, at (913) 432-1562 to schedule a
FREE advertising consultation.**

**In just 10 minutes you'll find out whether or not
you can make money using Church-Marketplace... no
sales pitch - just the facts.**

We'll lay the numbers on the table. Then, if I feel good about offering my guarantee to you... and if you feel good about the numbers and the facts, we'll get you started making more money faster in your business through Church-Marketplace.

Don't you think you owe it to yourself to check it out further? Call me now at (913) 432-1441.

Sincerely Yours For Increasing Your Profits Through 100%
Guaranteed, Targeted Direct Mail Advertising,

Larry Miller

P.S. Remember, if you're serious about wanting to increase your business and profits by targeting your advertising to specific areas of churches, then this is a **100% guaranteed** way to do that in the shortest possible time, at the least possible cost. Call Church-Marketplace now at (913) 432-1441.... ask for me, Larry.

P.P.S. If you call before _____, 1993 you get our expert copywriter to write and design your mailer at no cost! A \$650.00 value.