"Here's an Idea You Can Take Straight to the Bank"

Dear [personalized],

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 VIP Club gives you savings you can take straight to the bank.

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!

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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 Certficate	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 Certficate	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 Certficate	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



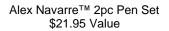
Chefmaster™ 8pc Barbeque Set in Carrying Case \$36.95 Value



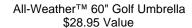
Magnacraft® 10x50 Binoculars with Ruby Red Coated Lenses for Glare Reduction \$36.95 Value

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











Maxam® 25pc SAE Tool Set \$27.95 Value

Credit Card #:		Exp Date:					
VisaMaster(CardAMEX	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 gedollars grow instantly by 20% and you'll ta		-					
P.P.S. Do you know a well poorly tuned ca Phone] if you have any question about our		coline? Give me a call at [Insert					
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].