

**Do You Sometimes Feel Like You're Stranded on a Desert Island Not Knowing How You Can Possibly Insure Your Child's Self-Discipline, Self-Control, Respect, Physical Fitness, Leadership Skills, Goal Setting Skills, Focus, Coordination, and Self Defense Abilities?**



As a parent you prepare your child the best you can every day. But each day we ask our children to face challenges that were unheard of - just a few short years ago.

Overcrowded classrooms, peer pressure, violence, and a level of negativity in our society that can discourage even the brightest and most optimistic child.

And, when our children *hopefully* manage to remain *physically* safe, we can't help but feel alarmed - *wondering if they are maintaining the optimism and the self-esteem they had when they were younger.*

So what do you do about developing the confidence to ask and answer questions? How about the discipline to focus, concentrate, and learn to their maximum potential? Is your child being adequately developed at school?

**You can be sure that these traits and more will be developed at <<your school name>>!**

We've been working successfully with family's like your since 1983. **Thousands of parents had a program with improved grades in focus.**

Now I know what you might be thinking: "*How can I know for sure the "<<your school name>>" program will work for my child? Will learning to 'kick, block and punch' really work for him or her?"*

**I've made it very easy for you to find out**.....See for yourself, if, in fact, I can give your child the powerful benefits promised in this message.

Believe me. Just with these short lessons, your child will come away with her self confidence greatly improved. Not just in how she feels. She'll actually end up with real "life skills." Skills that she can put to powerful use right now, today.

***You have absolutely no risk.***

To schedule the first of your child's free classes, simply call our admissions director at <<phone>>, tell him that you received this letter and you would like to take advantage of the "No Strings Attached FREE Trial Offer"!

Whatever you do, I urge you to call today and schedule your first class. Believe me, it could be the most important thing you will do for your child!

**Call Right Now - <<phone>>**

**“NO-Strings Attached FREE OFFER!”**

Take advantage of our Valentine’s Month FREE trial right now. You will receive:

**FREE LESSONS (\$49.00 value.)** <<your name>> is offering you two 15 minute private lessons, and two weeks - for FREE at the Karate School (with no strings attached.) See for yourself if, in fact, he can give your child the powerful benefits promised in this letter. During these lessons your child will have an opportunity to build a closer relationship with the instructor and they will have an opportunity to answer any and all questions that you may have about their program.

**FREE Official <<your school name>> Uniform (\$89.97 Value)** After your child's second visit to the karate school your child will receive an official karate uniform that is theirs to keep - no charge!

**FREE "See the Impact" DVDs (\$49.97 VALUE)** This special DVD highlights the NINE WINNING TRAITS of Black Belt and tells the story of overcoming obstacles and achieving your goals with courage and initiative. It teaches about the student creed and the success skills of famous martial artists.

**FREE “In Their Own Words” CD (\$19.97 value)** This professionally produced CD shows you the progress of other students, talks with parents about their concerns and results, and includes an interview when I discuss the philosophy of our school and our regular outcomes for our students.

**FREE “Student Parent Conference” CD (\$197.97 value)** Before or during the introductory program we will meet one on one to discuss your child's needs and your child's progress. We will educate you regarding our program and help you understand the developmental process for your child. We will give you tips on how to reinforce your child's development and share with you his progress.

**That’s a \$406.88 value for FREE.**

Warmly,

<<Your Name>>

**P.S. You have help. You don’t need to resort to putting a message in a bottle and throwing it out to sea. Start insuring your child’s self-discipline, self-control, respect, physical fitness, leadership skills, goal setting skills, focus, coordination, and self defense abilities right now. Call <<phone number>>.**

P.P.S. The free trial offer expires on Mother’s May 8, 2010.