

# This message in a bottle Can map out the hidden Profits in your business. Guaranteed...

Dear [personalized],

I'm [your name] with [name of company] and about a XXX ago I sent you an offer in a bank deposit bag. But I never heard from you!

I'm sending you a message in a bottle. Why? For two reasons.

1. What I have to tell you is so important, I needed some way to MAKE SURE this letter got your attention.
2. Since I'm about to show you how to achieve maximum [insert your benefit here] from your business, I thought a message in a bottle would really make the point. I also want to give you [insert your free gift] just for meeting with me.

Imagine you were walking on a beach and a message in a bottle was washed up on the shore. Would you pick it up? If this message had a map that showed you where to find hidden profit centers in your business would you read it? Guess what? Most people don't. They expect solutions to materialize without any outside help.

Unfortunately, it doesn't work that way. You see the difference between "ordinary" and "extraordinary" profits is found in that little "extra". That's what I'm an expert at finding. Those little "extras" that can mean huge cost savings and great boosts to your bottom line profits.

This little message in a bottle could actually show you your map of success. If you're alert, this just may be the message for you. I know that you are busy so let's get right to it.

Here's what it's all about. I specialize in showing people just like you how to:

- Save Money – [insert benefit how to save them money]
- Make more bottom line profits – [insert benefit how to increase profits]
- Reduce Stress – [insert benefit how to reduce stress]
- [List more benefits to client here]
- [List more benefits to client here]

I know. I've been in business for a long time. **XX years** to be exact. And I've seen how a lot of **[consultants]** think they're telling you something worthwhile - only to have it backfire when it's put it into practice.

You'll only get rock solid **[information, expertise]** when you work with **[name of company]**. There are no pushy sales pitches because I don't believe that they work in the end. And I'm all about going the distance. You can rely on me for **[insert your benefit (coaching, consulting, advice etc)]**.

You've already qualified for our **[insert offer]**. Plus a FREE **[insert free gift]**. What is this and why should you care?

Earlier I told you I'd guarantee my offer. I promise to show you 3 ways you can **[insert 3 things you can do instantly or quickly for the client]** or I'll pay you! Here's the deal. If you feel that our review wasn't worth at least \$1,000 I'll pay the charity of your choice \$50 cash.

### **You be the Judge.**

To demonstrate that I know how valuable your time is I'm offering you this terrific **[insert free gift]** just for meeting with me. You know just as I do that "Time is Money". And I won't waste a minute of it. To receive your FREE **[offer and free gift]** call me at **xxx-xxxx**.

Why not do it today while it's fresh on your mind?

Sincerely,  
Your Name  
Company Name

P.S. I just need 27 minutes of your time to show you all the benefits of my program and how you can be seeing results in just 5 days. If I've totally wasted your time I'll donate \$50 to the charity of your choice.