

# “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!**

| Month                 | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  | 11  | 12  | Total | You Save     |
|-----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|--------------|
| <b>Platinum Level</b> |     |     |     |     |     |     |     |     |     |     |     |     |       |              |
| Your Investment       | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 1200  |              |
| Your VIP Certificate  | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 120 | 220 | 1540  | <b>\$340</b> |
| <b>Gold Level</b>     |     |     |     |     |     |     |     |     |     |     |     |     |       |              |
| Your Investment       | 50  | 50  | 50  | 50  | 50  | 50  | 50  | 50  | 50  | 50  | 50  | 50  | 600   |              |
| Your VIP Certificate  | 60  | 60  | 60  | 60  | 60  | 60  | 60  | 60  | 60  | 60  | 60  | 110 | 770   | <b>\$170</b> |
| <b>Platinum Level</b> |     |     |     |     |     |     |     |     |     |     |     |     |       |              |
| Your Investment       | 25  | 25  | 25  | 25  | 25  | 25  | 25  | 25  | 25  | 25  | 25  | 25  | 300   |              |
| Your VIP Certificate  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 30  | 55  | 385   | <b>\$85</b>  |

(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]**



Alex Navarre™ 2pc Pen Set  
\$21.95 Value



All-Weather™ 60" Golf Umbrella  
\$28.95 Value



Maxam® 25pc SAE Tool Set  
\$27.95 Value

Credit Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_

\_\_\_ Visa    \_\_\_ MasterCard    \_\_\_ AMEX    \_\_\_ 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 getting silver platter savings. Your auto repair and maintenance dollars grow instantly by 20% and you'll take your savings right to the bank!

P.P.S. Do you know a well poorly tuned car can waste 30% of your gasoline? Give me a call at [Insert Phone] if you have any question about our VIP Club.

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].