

# “Finally, An Idea You Can Put Right In The Bank!”

## Let Me Help You Fill This Bag Over And Over With Product Launches

Dear Jill,

On a beautiful late afternoon twenty-one years ago, two young women graduated from the same college. They were very much alike. Both had been better than average students, both were creative and both - as young college graduates - were filled with ambitious dreams of the future. Recently, these women returned to their college for their 20<sup>th</sup> college reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone on to become noted authors and speakers in the same industry.

**But there was a difference.** One of the women was still putting on small events and speaking during convention breakout sessions. And the other was a well known “guru” and the keynote speaker at every event she addressed. One obviously filled her bank bag up many more times than the other.

### What Made The Difference?

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't native intelligence, talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lays in one's ability to surround himself or herself with great people and utilize others talents to accomplish his or her own goals.

And that is why I am writing to you. I'm Pete Mitchell. We had a chance, albeit brief, to meet at CEO Space. I work with authors and speakers just like you and I'd like to help you accelerate your “guru” status by putting on the biggest Internet product launch for you that your industry has ever seen.

### What Is This And Why Should You Care?

This is important to you because it will put more money in your pockets each month, I guarantee it. However, this is not some “get rich” scheme. It's not snake oil or voodoo. It is going to require some effort on your part. However, the results can be amazing!

**Here's is what to expect after we conduct your Internet product launch:**

1. Massive increase in celebrity status
2. Dramatic increase in cash flow from product sales
3. Incessant interview requests

### You May Still Have A Few Concerns So Let Me Address Them.

Worried about cost? Let me start by telling you I might not be the cheapest product launch designer in town, but do you really think that working with the

cheapest product launch designer would be the most suitable and smartest option for achieving your long-term goals? Of course not. You wouldn't get the value you need. (I do have an option where I am willing to put my money where my mouth is and work on a "backend percentage" only.)

You're also probably wondering if I can really back up what I say. Don't take my word for it, take theirs:

*"Not only was Pete Mitchell pivotal in getting my newest book published, but he engineered the entire Internet marketing strategy behind it. He developed the marketing and video pieces that we used and I was so inspired by what he was able to do in such a short period of time that I immediately proposed several new projects that I want him to spearhead.*

***Not hiring Pete for your marketing strategy is a huge mistake."***

**Eric Lofholm (CEO Space Instructor)**

Master Sales Trainer & Author: How To Sell In The New Economy

*"After seeing what Pete could do for the marketing of our law firm, we gladly turned over our \$4,000,000 advertising budget to him. Then after I left the firm to start my own company, I immediately contracted with Pete to run the marketing.*

*Since it is my own money that is on the line, I need the best. That is why I will always choose to work with Pete Mitchell."*

**C. Wayne Farris**

*To really stand out in my industry, I needed to have a commanding web presence. I turned to Pete Mitchell because of his ability to make things happen fast. The website and video strategy that he put together have given me the edge that I was looking for to take my message on the airwaves with both radio and TV interviews.*

***He knows how to market on the Internet like no one else I've seen."***

**Robert J. Krakower**

Author of Redefining Retirement For A New Generation

Sincerely,

Pete Mitchell

P.S. I can only take 2 new clients for the remainder of the year and once those spots are taken that's it. Call me at 714-743-7617 to lock in your spot for this year or reserve your spot for next year.

P.P.S. Still not sure what an Internet product launch would look like for you, visit [www.BustOutTheBigGuns.com](http://www.BustOutTheBigGuns.com) for a short video.