

**If I Could Show You How to Save 50-75% on  
the Electrical Cost of Your Lighting, Eliminate  
Your Lighting Maintenance, And Do It All With  
No Out Of Pocket Expense To You,  
would You Be Interested In Knowing More?**

According to my research, based on the size of your <<restaurant>>  
new LED lighting would **save your company [\$X,XXX] PER YEAR.**

Keep Reading to Learn How To Get This  
Revolutionary New Lighting Installed for Free.

Dear <FIRST>,

I know it seems strange to receive a letter in a  
bank bag, but I have done so for two very  
important reasons:

1. I have something very important to tell  
you and I needed some way to make sure  
this letter caught your attention.
2. Since what I have to say will allow you  
to save a significant amount of money on  
your electrical costs (\$X,XXX by my  
calculations) I felt the bank bag  
illustrated this perfectly.

While it may seem silly to get a bank bag in  
the mail, when it comes to saving you a  
tremendous amount of money, I'm all  
business.

As the (owner/manager) of a business, I'm  
sure you can appreciate the little extra effort in gaining your attention. I'm sure you've done some  
pretty daring things in your career to get where you are or you wouldn't be in the position you are  
today.

You're probably wondering why I'm writing you today. Here's why.

Look above your head. You're very likely sitting under traditional 2' by 4' fluorescent lighting tube  
lighting. If you are, **they are money suckers, draining your wallet each and every second they  
are turned on.**



Titan LED President Brian Hennessy and former *Tonight Show* host Jay Leno. Mr. Leno entrusted Titan LED to install our state-of-the-art lighting system in his 100,000 square foot garage to proudly display his award winning car collection. While it may seem expensive, our LED lighting will often cost you zero out of pocket and is guaranteed to save you \$X,XXX per year! **I will retro-fit up to three 2' x 4' light panels with brand new LED light panels installed in your office for free. Simply call XX-XXX-XXXX.** See the entire

video starring Brian and Mr. Leno at

<http://tinyurl.com/TitanLED>



Traditional fluorescent lighting uses 50-75% more energy and need to be replaced 10X more often than new, American Made LED lighting. **I will retro-fit up to three 2' x 4' light panels with brand new LED light panels installed in your office for free. Simply call XX-XXX-XXXX.**

Simply put, old fluorescent lighting is just that... OLD. They are dated in both technology and efficiency. Until recently, however, only expensive and unreliable overseas LED options were available. But that's no longer the case.

Not only has LED lighting come down dramatically in price over the last decade, we've also made incredible strides **in DOMESTIC manufacturing**, giving you the best, most vibrant lighting available at 50-75% less electrical cost than fluorescent lighting. All made and assembled right here in America.

**What You can Expect:  
Lower Energy Bills, Increase Bottom  
Line, Dazzling Results**

How much will you save every month when you install LED lighting? Take a look at the **monthly savings** these Titan LED clients are enjoying. Could you use "extra money" like that every month? We can make that happen.

<i>Company, Location</i>	<i>Pre-LED Electric Bill</i>	<i>Post-LED Electric Bill</i>
<ul style="list-style-type: none"> <li>▪ Floral Shop; Niles, OH</li> <li>▪ Hardwood Company; Denver, CO</li> <li>▪ Medical Facility; Thousand Oaks, CA</li> <li>▪ Ace Hardware; Warren, OH</li> </ul>	<p>\$663</p> <p>\$3,816</p> <p>\$4,225</p> <p>\$898</p>	<p>\$236</p> <p>\$2,135</p> <p>\$1,809</p> <p>\$440</p>

**If you're under the impression that the brighter atmosphere, lower cost and energy savings provided by LED lighting is only available to large businesses, you're in for a pleasant surprise.**

Because you have pre-qualified for a brilliant lease-to-own program that gives you lower cost, energy savings, and a brighter atmosphere, a Titan LED lighting system is available to you, immediately.

The positive effect on the environment will be significant, and so will your savings of 50-75% off the electrical cost of your lighting. What a bright idea!

You'll have no up-front cost and ongoing savings of 50-75% off the overhead lighting part of your electric bill – plus you'll be making a significant positive effect on the environment. In fact I'll even put my money where my mouth is:

**My Amazing “You’ll See the Light” Opportunity:**

I will come to your office and **retro-fit up to three 2’ x 4’ light panels with brand new LED light panels installed in your office for free. Simply call XX-XXX-XXXX** (the entire installation takes less than an hour, and you don’t need to be there). It could be your personal office, a meeting room, a space in your warehouse or showroom... ANYWHERE. I’ll allow you to experience the brilliant results for yourself for 120 hours (that’s an entire 40-hour work week). If you’re not convinced the lighted area isn’t far superior to traditional overhead fluorescent lighting, I’ll come and remove them **at no cost to you.** This is light you need to experience to believe.

**Here’s What You Need To Do If  
You Want To Know More**

I know it may be hard to believe that you can cut the overhead lighting portion of your electric bill by 50-75% AND get a superior product. However, I’ve done extensive research on your business building size and operating hours and I’m convinced that these results are 100% attainable for your business.

By replacing your current fluorescent lights and upgrading to Titan LED’s, you’ll save at least \$X,XXX per year on lighting. And with no out-of-pocket expenses, and the dramatically low cost of the lease compared to your monthly cash savings, you will see an **immediately POSITIVE return on investment, starting your very 1<sup>st</sup> month, Guaranteed.**

To get your **4 FREE Titan LED light panels install at no charge for you,** in any space in your office for 5 working days, simply call XXX-XXX-XXXX.

I’ll also reach out to you over the phone in the next few days to confirm you received this letter. I look forward to speaking with you!

Sincerely,

Rich Brune  
Titan LED Lighting  
3110 Hwy. E  
New Haven, MO 63068  
(573) 694-1268

P.S. Please take a moment to turn this page over and read the letter I recently received from XXXXXXXXXXXXXXXXXXXX at XXXXXXXXXXXXXXXXXXXXXXXXXXXX. He’s in your same business. I wanted you to personally read what he’s experiencing with Tian LED lighting, and most importantly, his bottom-line savings of \$X,XXX with an instant positive return starting the 1<sup>st</sup> month!

P.P.S. I certainly can’t **retro-fit up to three 2’ x 4’ light panels with brand new LED light panels installed in your office for free** to everybody. This letter is going out to 100 different business owners. I can extend this offer until <<DATE>>>, or for the first 7 callers. Don’t delay!



March 28, 2013

Dear Brian,

We at Mission Trace ACE Hardware are very happy with the change-over to Titan LED lamps, verses our previous Fluorescent lighting. We had T12 eight foot tube lamps and it was getting hard to find a supplier for lamps and ballasts. Beside the prices have *sky rocketed* since the end of T12 manufacturing in June of 2012. It was always a hassle trying to keep up with bad Ballasts and Lamps. We were sinking money into an inferior product that didn't perform well. We didn't like climbing the tall ladders necessary to replace the failed fluorescent product. Now with the LED lamps and NO ballasts we won't be climbing ladders for about **18 years!**

We love the improved lighting and our customers like the change because they can more easily read labels and our store looks inviting. We are now up to date with the best technology available. Titan LED is a company which stands behind their product and one of the few who put their product through outside independent testing to establish criteria for their product (LM79).

Our utility bill has decreased by nearly **53%** which means we are saving a significant amount of money on our utility bill and on maintenance, now my staff can concentrate on sales assistance. Since lighting is the main source of electric use in our retail arena, we appreciate the savings all day long. Our savings on the utilities are nearly covering our capital outlay for the lights. The lease program helps to keep us near the same outlay of cash during the lease and then when the lease is paid off those extra dollars will be additional profit!

We appreciate the thorough assistance by the Titan LED Lighting Consultant all the way through the process to completion. Titan is committed to customer satisfaction and will assist in whatever way they can to provide excellent customer service!

Titan's staff is professional and their business approach made the process simple and a no brainer for us.

Sincerely,



Wendell Phifer, Owner  
Mission Trace Ace Hardware  
Thornton, CO