

FROM: TRAVIS LEE

“Johnny, I’m Just Trying to Get My Foot in The Door.”

Dear <<FIRST>>,

As you can see I’ve mailed you this letter along with a small foot. **I’ve done it for 3 important reasons**

1. I wanted to make sure it cut the clutter, got opened and got read (if you’re reading this now, it looks like I accomplished my first goal).
2. I wanted to prove to you that I’m creative and know what I’m doing. That’s the reason why my business in <<CITY>> is one of the most successful <TYPE OF BUSINESS> in North America.
3. Of perhaps greatest important to you... I wanted to briefly speak with you (on the phone, novel idea, I know) about an upcoming event where you can be in front of 768 business owners.

When I made the decision to hold the <<NAME OF EVENT>> I decided that in order to make it even better for the attendees, we should make resources available to them. The businesses that we use and trust, those that we love referring our members to.

This is where you come in...

We’ve had a good relationship with you over the years, and we refer many of our members to you for your services. I thought we should have all of our “A-List” vendors, all in one spot so our members can better meet and ultimately use your services. **I call it our Vendor Showcase.**

And we’re limiting it to our best and most trusted. Just like you. This is exclusive and in small numbers. This is NOT going to be like other seminars where there are hundreds of vendors. I’m not interested in that. I’m sending this invitation out to ONLY resources that I think the attendees could really benefit from and I plan to keep it to just about a dozen.

Here’s is what’s included in Basic Sponsorship:



Get YOUR foot in the door with 768 progressive and growing business owners.

**OVER,
PLEASE** →

- ✓ **Size of booth.** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna.
- ✓ **A 10-Minute recorded interview...** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo.
- ✓ **Signage...** Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus.

Deluxe Sponsorship includes:

- ✓ Everything above plus...
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra.
 - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra.

Here are all the details:

Date: August 8-10, 3013.

Location: Hyatt Regency, Dallas, TX.

Two Ways to Reserve Your Spot (the first 12 only to reply).

Remember, I'm just trying to get my foot in the door, so let's schedule 15 minutes to discuss to see if this opportunity is a fit for both of us. Check your calendar and let me know a few times that work for you and we'll schedule a mutually agreeable time to chat. You can:

- 1) FAX to XXX-XXX-XXXX
- 2) Call XXX-XXX-XXXX.

I look forward to hearing from you!



Travis Lee