

# Sample Direct Mail Marketing Campaign Provided to Certified Practitioners



# Profit Advisors™

SALES LETTER FOR WARM OR COLD LEADS



## INSTRUCTIONS FOR COORDINATING THIS “FOCUS EMPLOYEES” SALES LETTER CAMPAIGN

Another way to drive traffic to your webpage for the free report and 35-point assessment is to send the sales letter below – on your company letterhead. It’s recommended that you personalize the letter with contact name and salutation (such as Dear Mr. Smith or Dear Steve, using first name if the contact is known to you and you will be customizing the letter).

If you will be sending this letter to acquaintances or others who are likely know you, it’s recommended that you add a sentence or two at the beginning of the first paragraph describing how you are connected to the reader, such as:

*Dear <Salutation>,*

*It was a pleasure meeting you at the recent St. Louis Networkers event. I’ve met a number of business owners lately who tell me they, too, are looking to build their business—but unfortunately, funding growth from current revenues just isn’t possible when cash-flow is inconsistent and unreliable. Worse yet, employees don’t always focus on bringing more cash-flow into a business either.*

*But imagine what would happen to your bottom line if you could motivate...*

Additionally, please note that you must customize this letter by adding your website address, phone number and email before sending.

Should you have any questions, please feel free to contact the Profit Advisors assistance team at [advisors@janetswitzer.com](mailto:advisors@janetswitzer.com).

[YOUR COMPANY LETTERHEAD]

<Firstname> <Lastname>  
<Company Name>  
<Street>  
<City>, <State> <Zip or Postal Code>

Re: 35 ways your employees can generate more cash-flow for you

Dear <Salutation>,

Employees don't always focus on bringing more cash-flow into a business. But imagine what would happen to your bottom line if you could motivate them to make revenue their #1 priority *as part of their regular job duties*? What if you could keep them focused on critical drivers that boost your profits and spur growth? You'd experience an entirely different culture within your business—a *cash-flow culture*.

My latest report and 35-point assessment will help you focus your people by locating immediate cash-flow opportunities hiding in your business that they can start to work on right away.

**To get the report free of charge, visit my website at [URL of your squeeze page with report offer].** You can schedule your complimentary 35-point assessment on the next webpage.

The report details 7 critical revenue systems that can be easily “installed” in any small business and which are designed to run like clockwork, while you focus on the most enjoyable, challenging or rewarding aspects of your company. You can even use these systems to focus your people on meeting those critical drivers you know will grow the business and create long-term prosperity for you. No more disjointed marketing initiatives or last-minute advertising campaigns whenever cash-flow is slow.

Dependable, reliable cash-flow from these 7 systems will give you the extra revenue you need to grow your business... bring on critical new staff...Improve your own lifestyle and enjoy more time off...or simply pay your bills on time and breathe a little easier.

There's no obligation or cost for the report or the 35-point assessment of your current operations, and no confidential details or financial data need be revealed. You'll find the free report at my website: [URL of your squeeze page with report offer]. Or, if you prefer, you can call me at (000) 000-0000 to get the report emailed to you. My email address is \_\_\_\_\_ if you prefer to connect via email. Click or call today and start creating more predictable revenue for your company. Don't just advertise—start marketing in a disciplined, systematic and measurable way.

Sincerely,

[jpeg of your signature]

[Your Name]  
[Name of Your Consulting Business]

P.S. The 7 systems I describe in my latest report are the underpinnings of profit-driven, cash-flow centered businesses—plus they help focus employees on those critical drivers you know will grow revenues and boost profits. Feel free to call me for your copy at (000) 000-0000 or simply visit my website at [URL of your squeeze page with report offer].

Also available is my complimentary assessment which locates hidden sources of new revenue for your business across 35 different areas your people can focus on right away. To book an assessment, visit my confidential calendar at [link to your Time Trade booking page].

-----SUGGESTED CARRIER ENVELOPE-----

[Your letterhead or corner card with name,  
company name and mailing address]

PERSONAL AND CONFIDENTIAL FOR:

<Firstname> <Lastname>

<Company Name>

<Street>

<City>, <State> <Zip or Postal Code>

-----END OF SUGGESTED CARRIER ENVELOPE-----

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## ABOUT THE REPLICATE PEER-CERTIFICATION PROGRAM:

Founded by industry veterans Paul Martinelli and Janet Switzer, the *Replicate Peer-Certification Program* helps business owners, professional practitioners, and subject-matter experts create a network of their own consultants, peers, coaches, trainers, or fellow entrepreneurs who are proficient in the experts’ proprietary methods and who can bring this important knowledge to millions of consumers and entrepreneurs worldwide.

Learn more at: [www.replicateprogram.com](http://www.replicateprogram.com)

Email: [success@replicateprogram.com](mailto:success@replicateprogram.com)