

**Sample Endorsement Letter  
Provided to Certified Practitioners**



# Profit Advisors™

SALES LETTER TO BE MAILED BY AN ENDORSER



## INSTRUCTIONS FOR COORDINATING THIS “ENDORSER SALES LETTER” CAMPAIGN

Another way to drive traffic to your webpage for the free report and 35-point assessment is to have an endorser mail the sales letter below on their company letterhead (or allow you to print and mail it on their 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).

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

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

[ENDORSER'S COMPANY LETTERHEAD]

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

Re: Finding cash-flow opportunities in 35 areas of your business

Dear <Salutation>,

It's rare that I write a letter like this, but when I discovered that my long-time colleague [insert Consultant's Fullname] is working with select companies to identify cash-flow opportunities hiding in 35 areas of their business, I knew I had to contact you right away.

If you've faced urgent cash-flow situations in the past, I urge you to schedule a 60-minute, confidential assessment where [insert Consultant's Firstname] will identify tens (even hundreds) of thousands in revenue from your existing operations with just a few changes in tactics or simple marketing campaigns.

Far from "cost recovery" analysis that you may have heard about...or "operational efficiency" that creates phantom savings by increasing output from your staff...these are real sources of bankable cash—hiding in your business—that can only be found through a unique process I've asked [insert Consultant's Firstname] to conduct privately for my customers free of charge.

[Insert Consultant's Firstname] specializes in identifying these revenue opportunities, then goes on to help companies establish workable systems that are the foundation of a profitable, revenue-focused business.

[He/She] has written an in-depth report about these systems, which you can download at no charge. Once you've downloaded the report, be sure to schedule your complimentary 35-point assessment on the next webpage.

You'll find the report at: [INSERT URL OF SQUEEZE PAGE WITH FREE REPORT OFFER]

As business owners, you and I both know that generating dependable, reliable cash-flow from well established, manageable systems such as marketing, sales, Internet, publicity, new-business development and others 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.

Not only that, but systems like these will also focus your people on bringing in more revenue for you.

As an owner, you've likely discovered that you can't always get your team's attention or respect for a new plan. And your own busy schedule means that many good ideas never get put into practice. But

what if you worked with an outsider—a “profit advisor”—who could help establish these systems, then work on staff accountability, too (and even find the initial revenue to cover the modest cost of setting up these systems)? You and your profit advisor could create strategies, measure results and institutionalize these systems so they truly become part of your business.

**That’s the work that [insert Consultant’s Fullname] is available to do for companies every day.**

The process starts with a 35-point professional assessment of your current operations. No confidential details or financial data need be revealed. And it's free of charge for a limited time.

**Download [insert Consultant’s Firstname]'s free report about these cash-flow systems using the link below.** Then schedule your complimentary 35-point assessment on the next webpage.

[PLACE LINK HERE TO YOUR SQUEEZE PAGE WITH FREE REPORT OFFER]

You can even call [insert Consultant’s Firstname] at (000) 000-0000 to book an assessment or get the report. [His/Her] email address is \_\_\_\_\_ if you prefer to connect via email. Both the report and assessment are free as our gift to you. Respond today and start creating more predictable revenue for your company.

Sincerely,

[jpeg of endorser’s signature]

[Name of Endorser]

[Name of Endorser's Company]

P.S. The 7 systems [insert Consultant’s Fullname] describes in [his/her] 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 [insert Consultant’s Firstname] for your copy at (000) 000-0000 or simply visit [his/her] website at [URL of squeeze page with report offer].

Also available is [insert Consultant’s Firstname]’s 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 [insert Consultant’s Firstname]’s confidential calendar at [link to Time Trade booking page].

[If desired, ask endorser to write 1-2 sentences about their experience or recommendation of you.]

-----END OF SALES LETTER-----

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

[Endorser's letterhead or corner card with endorser's  
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)