

New Book of Letters Gives Small Businesses Unfair Advantage

If you own a Small Business (or are planning to start one), here's how to get the unfair advantage you need to win new customers and successfully compete with any business in any marketplace!!

While so many other businesses are wringing their hands over the 'economic-slowdown', a few have discovered a way to continue to make good money, even in these tough times. Their secret?

Knowing How to Develop a Good Relationship with their customers, suppliers, and business contacts.

While this may sound like just *good common sense*, most small business owners just don't have the time to write the continual stream of **direct mail letters, press releases, classified and display ads, post cards, TV commercials, advertising response packs**, and other material that developing a good relationship demands. And that's a shame, because . . .

It's through these letters, ads, press releases and general correspondence that a small business can establish itself with customers, and **successfully compete with any size business** in almost any marketplace, *no matter what product or service is being sold!*

Your Unfair Advantage

No matter what kind of business you run, you can get the *unfair advantage* of having a carefully selected reference library of ready-to-use **pre-written** direct mail letters, ads, press releases, and other materials you can use to make your business stand above the crowd.

The **Unfair Advantage Letter Book** is filled with the kind of customer letters, classified and display ads, press releases, direct mail offers, even TV commercial scripts you are looking for. And all were developed and tested to be successful for businesses like yours.

Having this remarkable resource is like owning the **Goose that laid the Golden Egg**. Anytime you need a direct mail letter, an ad, a rate sheet, or even day-to-day correspondence, you can look in your copy of **The Unfair Advantage Letter Book** and find what you need. It's like having an expert there in your office with you to help get the job done! You don't spend time reinventing the wheel. And that's *your* unfair advantage.

Imagine having at your fingertips **over 190 pages of examples of direct mail copy that really work!** Some of the jewels you'll find in this book include . . .

- A **letter that sold over \$25,000 in products** in the first 30 days it was mailed! And over \$50,000 in 60 days. Plus the two 'follow up' letters that went on to generate a further \$50,000 **from the same list**.
- Published **press releases** that generated (*and still are generating*) thousands of dollars in free publicity for small businesses like yours!
- A **newsletter format** proven to attract customers for almost any type of service business! (*Customize this one with your company letterhead and you'll be amazed at how much business it can bring your way!!!*)

- Several different **display ads**, ranging in size from a 1/9, 1/6, 1/4, 1/3 to a full page. You don't have to be a professional advertising agency to create dynamite sales copy that works . . . Just modify these tested ads to fit your product.
- A letter used to get **FREE products** from manufacturers for evaluation purposes. **This one really works!**
- Several **full page ads** designed to run in low cost weeklies. Each of these ads costs less than \$300 to run, but generated thousands in sales! You can use one of these as a template for your next ad!
- Three different **response packs** used to convert cold customer inquiries into sales. Each of these includes an order form and the special return envelope.
- **Day-to-day correspondence letters**. Invaluable tools for the mechanics of running your business. Includes: Delayed shipment letter, refund letters, credit denial letters, renewal letters, thank you notes, etc.
- An entire section on letters used to promote, schedule, and conduct **seminars**. (*Putting together your own seminar can be quite profitable!!!*)
- A full page ad used to **sell a \$100,000 home in 7 days**. Use this to sell your home, even in a depressed market!
- Plus over 30 standard letters you'll find tremendously valuable in the day-to-day operation of the business.

You'll find all this and a lot more. Plus author's notes on how to get the most out of each letter, with tips on layout and design. *'This is one of those real treasures no small business should be without!'*

EXTRA SPECIAL BONUS !!! With your order you will receive a **FREE VIDEO TAPE, Direct Marketing in a Decessionary Economy**. This remarkable video shows you the secrets to running a successful business in turbulent economic times. A \$60 value **FREE!**

Call and Get Your Book and
Free Tape Today !!!

The Unfair Advantage Letter Book!

*More than 190 pages of ads, press releases, direct mail pitches, and correspondence you can use to give your small business an unfair advantage. Plus get **Direct Marketing in a Decessionary Economy** video tape FREE. Order today! Just \$99.95.*

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