

Be A 'Good News Merchant' To Your Customers & Let Us Do All The Work For You!

Announcing: **Done4You**™ Customer Newsletters
Featuring exclusive content
prepared by Dan Kennedy!

2 EDITIONS TO CHOOSE FROM:

- ___ **CONSUMER: if you do business with consumers**
- ___ **BUSINESS: if you are a business-to-business marketer!**

Dear Info Marketers & Business Professionals,

I literally created the format for successful customer newsletters over 20 years ago! If you are in a niche industry or profession served by one of the info-marketers/marketing advisors that I've assisted, including my Platinum Inner Circle Members, then you already have the use of one of the done-for-you newsletter services specifically for your business, and I strongly suggest you use it. But if you do **NOT** have such an advisor working with your field, then you will find one (or maybe both) of these **GOOD NEWS-LETTERS**™ that I've created just right for your purposes!

The reasons to deliver a newsletter to your customer every month are many:

Retention!

Reminder – to increase **repeat business!**

Referrals – stimulated by the reminder, by their appreciation for your thoughtfulness

Pass-Along – customers will share their newsletter, giving you **extra free exposure**

Differentiation from competitors

Monthly Frequency proven best path to superior results

The reasons to use these GOOD NEWS-LETTERS™....

As I said, I literally invented the model since used by thousands of doctors, lawyers, business owners and salespeople, and replicated by leading marketing advisors in over 30 different niche industries and professions. On top of that **PETE LILLO** **PetethePrinter.com** pioneered the use of these in his own business-to-business marketing starting nearly 25 years ago, too. In fact, the new **GOOD NEWS-LETTER**™ formats are a derivative of Pete's original format in his first Printing Company.

The premises are.....

-NOT just about your product, service, or business, but Information your clients can use

- **FUN** and entertaining to read / Clients look forward to receiving it monthly
- **Featuring uplifting, inspirational and factual ‘Good News’ that makes customers feel more optimistic about the economy and better about themselves and their businesses.**
- **‘Light’ reading**....a lot of short items, in graphic boxes....a proven format
- Appears as a Publication **NOT** advertising or promotion)
- Simple format and printing for an affordable cost
- **Contains EXCLUSIVE ‘DAN KENNEDY’ CONTENT, linking you to a famous author, his books**
- **Also includes some “Guest Contributed” material from other famous authors, celebrities and marketing legends.**
- Includes **“interactive” trivia**
- Includes a reminder to refer with **YOUR “thank you list” of referring clients and/or your client of the month inserted**
- Includes **YOUR “offer of the month”** (large space: enough room for an offer, other information and or a drive to a web site or free recorded message)
- **DONE4YOU....so it gets done!!!**

Options –

You can get it furnished each month on a disk, to print or use as you see fit. You might include it with other newsletters or material you mail to customers, put it up on your web site and do e-mail blasts to drive traffic to your site, or hand out in your store or office. In addition,if you like **a Full Printing & Mailing Service is also available.**

TO OBTAIN YOUR *Done4You* NEWSLETTER KIT, Print the Form below and fax to 330-922-9833 or email: PLillo@neo.rr.com

**NOTE: Approximate Release Date of the Info Kit to be sent to you: June 21, 2005
Launch Date of Newsletters: August 2005 GK. Be the first to receive info.**

Your Name _____

Company _____

Address _____

City-State-Zip _____

Phone _____ FAX _____ E-Mail _____

Information You Want:

() Business to Consumer Format () Business to Business Format () Both Formats