

The Quickest and Easiest Way To Get Your Marketing Happening Very Quickly With My *Just The Basics* Monthly Program

From: Tom Adams

Date: Monday, March 12, 2007

Re: **Your Marketing Program and How I Can Help You Make It Happen**

Dear RIM Services Owner:

You know you need to have a recurring marketing program working. But trying to make it happen seems to be more than you can deal with. There is just too much stuff going on. **So, I will do it for you.** Here is what is included every month.

1. A print-ready, **direct mail piece.** Written to a specific niche target audience in your community. It will include a very definitive offer and call to action. It will be designed to capture leads from that target prospect market. The entire specs for the campaign will be laid out for you. Along with that, I will also provide the **mailing list** to go with the direct mail piece for up to 500 names per month for your geographic area.

Value of Prepared Direct Mail Piece - \$1800

2. A print-ready, **relational/referral tool.** An 11x17, folded, four-page mailer. Designed for printing as a hard copy piece, it can be used as a PDF file for email delivery. More like Readers Digest, less like RIM education. Fun, quick-read components, special offers, cartons and more. This is to send to anyone you have ever had contact with. Clients, referral partners, complimentary businesses, or those you've done a sales call with. The goal - a positive experience with your company every month. This mailer will generate leads, referrals and goodwill for you on a regular basis.

Value of Prepared Relational referral Tool - \$1000

3. Incremental **web enhancement service** to improve lead flow from your website. With this program we will monitor your website analytics, provide updates and tweaks to your site, and add content or components to ensure your site is more effective at lead generation. You will receive a standardized monthly report based on what is happening on your site and an additional outline of what we have done. We will include up to 3 hours per month for your website.

Value of Web Enhancements - \$450

You Get This Too! *COMPLETE EXCLUSIVITY***** I will offer complete local exclusivity for this program in regions with a population 500,000 or less. In centers larger than that, we will break the city up into logical sales zones. Your "Just The Basics" Membership is only good for one geographic area. Heck, you'd be crazy to not pay the \$999 just to keep your competitor from being able to get into the program. **Value of Exclusivity - Priceless**

As an additional bonus. Each month you will receive my RIMproAchievers Club Marketing CD and Newsletter. Plus a regularly scheduled Q&A call for all "Just The Basics" members, and 4 emergency SOS advisory coupons to be used for up to one hour of advisory or consulting per year of membership. **Value of Bonuses - \$500**

*****Tom's Wicked Good Satisfaction GUARANTEE***** If you don't see significant value from what you are receiving from my "Just The Basics" Marketing Program, you can walk away. No contractual terms, no hostage fees. And, if you leave because it is not working for you, just for your trouble, I will refund your previous month's membership fee investment in the program. How is that for a Guarantee?

Done on your own this program is valued at *\$3750 per month*. But because of economies of scale found via membership a "Just The Basics" investment is just **\$999 per month.** {A \$750 onetime set-up fee} You only need 2 minimum accounts from this program per month to create cash flow positive ROI in less than a year.

For an extra **\$1000/mth**, I'll implement your entire direct mail campaign right up to dropping those 500 letters into the post box. We can print your monthly referral relational mailer and post it for a standardized rate every month. Additional hours of web related work, regularly scheduled monthly hours or one time projects also available at rate of \$150/hr.

Membership is by application only. To win exclusivity in your city, you need to apply today. Application deadline is March 23 at 5PM EST. Priority goes to first respondents.

To download your application today rush to <http://RIMproMarketing.com/jtb>