

Small Business “BIG” Profits

BONUS REPORT #2:

**“How To Turn A Single Sale Into A
Multi-Million Dollar Business”**

By Bob Serling

“Turn A Single Sale Into A Multi-Million Dollar Business”

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Published by The Internet Marketing Center
1123 Fir Avenue
Blaine, WA 98230

Phone: (604) 730-2833
Fax: (604) 730-2480

Printed and bound in the United States of America.

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As a marketing consultant, I come in contact with quite a few business owners. Do you know what the major complaint of every business owner I talk to is? Every start-up, every entrepreneur, every medium-size business owner, and every owner or manager of huge corporations?

Their main complaint is that they can't get enough customers.

Chances are highly likely that you have this problem too. Not being able to attract as many new customers as you need can have a negative impact on your business at any time. But this problem is particularly debilitating during a down economy or when you do business in a highly competitive field.

I'll let you in on a secret. Getting as many new customers as you possibly can is easy. In fact, it's a cakewalk if you know how. And in this special report I'm going to show you how.

In the following pages, I'm going to give you a step-by-step walkthrough of a method I've developed that will produce explosive growth in the shortest time possible. I'll show you precisely how to use it for your own business. I'll also share with you how I've used it in my own business to tremendous benefit. And, I'll show you how other companies have made their fortunes using these techniques.

When you're done with this report, you'll never again have grounds for complaining about not having enough business. Instead, you may find yourself scrambling to keep up with all the new business you're getting. But that's the kind of problem every business should have!

The Tools For Turning A Single Sale Into A Small Fortune

The tools for turning a single sale into a thriving, ongoing business are remarkably simple. They consist of two letters shaped around what I call the Proven Results Concept. The other key ingredient for accelerated success is the guts to put these letters into action.

Before I show you what this concept is, what these letters look like, and how they work, I want to give you a little history about how I first discovered these techniques. At the time, I had no idea how powerful these techniques would prove to be.

When I first went out on my own in marketing, it was as a freelance copywriter. My previous experience had been as a part-time copywriter for a small publishing company.

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I had decided to run an ad in a major advertising trade journal to try and attract some clients. My neighbor, who was an account executive for an ad agency, told me I was crazy. He explained that you have to have many years of ad agency experience and a “book” brimming with samples in order to attract serious clients.

To this day, that's how it's traditionally done. But I had a different idea. You see, I was just young and naive enough to think I could win over clients with the few samples that I had. Besides, I didn't want to go the long-hours, low-pay route of working at an ad agency. And I figured the worst I could possibly do would be to waste a couple hundred dollars running my ad.

Well, my little ad in the trade journal got a number of responses. When prospective clients called, I was totally up front with them. I told them that my experience was limited, but I added that I'd work for half the going freelance rate in order to get a foot in the door.

To be honest, most of my prospects turned me down. They wanted to see my “book” and I didn't have one. But I still wasn't about to give up. I managed to get a couple of clients to at least consider my half-price offer.

One of these clients was the creative director of a substantial advertising agency with a roster of big name accounts. He was one of the sleaziest, low-life examples of pond scum I've ever met.

He called me late Friday afternoon, before Memorial Day weekend to ask if I wanted an assignment. I jumped at the chance and said, “Sure!” This particular job should have billed out at \$1,000, so at my half-price rate I was entitled to \$500. He offered me \$100, take it or leave it.

On top of that, he had the nerve to ask me to drive an hour each way to his house to pick up the specs because he didn't feel like coming into the office. Just to make things as aggravating as possible, if I wanted the job, I had to agree to deliver the copy on Monday.

Even though I had to shuffle my schedule and ruin my family's holiday weekend, I took the assignment. The creative director may have been an arrogant jerk, but I was getting my first opportunity to write copy for a nationally known account.

The story gets better and worse at the same time. When I got to this creative director's house, he had decided to give me another, larger assignment. It was also for a large, national account. For this assignment, he offered me \$300 for an \$1,800 job. I snatched that one up too.

Once I had completed the work, I put the next stage of my plan into action. Now, whenever people called to inquire about my services, I told them that rather than having a meeting for them to review my book, I'd save both of us some time by just sending them some samples of my recent work.

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Then I'd send them samples of my two pieces for these national accounts along with two of my best pieces from my days at the publishing company.

Sure enough, the work started to roll in. Before too long, I had enough samples to build my “book.” But, you know, I never did build it. I figured why waste a lot of time going to meetings with a bunch of salaried employees who have nothing better to do?

I continued to suggest that I save everyone some time by sending samples instead. It always worked like a charm and freed up many hours I could use for actual productive work.

Within this little story is the seed of my Proven Results Concept. You see, what my friend from the ad agency had warned me about was true to a certain extent. Few prospects wanted to hire me without proven, credible results.

But what I suspected was also true to a certain degree. I figured that if I sweetened the pot enough, I would get somebody to take a chance with me. And that I could use just a few samples from prominent accounts to turn a snowball into an avalanche.

How To Put This Concept To Work For Your Business

Over the years, I've used this concept in a number of different ways. Each time I've added to it and refined it until I created a complete system that can be used to completely turn around any business.

As I mentioned earlier, the key tools are two types of letters that fully capitalize on proven results. Let's take a look at these basic tools.

Proven Results Letter #1: The Customer Testimonial

This is actually a sales letter posing as a case study. It's written on your letterhead and it documents the exceptional results you produced for a specific customer. It quotes that customer in great detail in order to unquestionably establish your credibility.

Please take a few minutes now to read Example 1 at the back of this report. It's a sample of a Customer Testimonial Letter.

What makes this letter so powerful is that it's a printed version of word-of-mouth advertising. You have an independent source passing along the great news about you. Plus, you're solidly establishing your ability to produce powerful results.

This type of letter could be varied to include testimonials from more than one customer, but be careful when you do that. A letter that fully documents a single customer's success can be warmer and have a more potent effect. While multiple testimonials do serve to establish your track record, they also shift the emphasis from your customer to what

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you've done for your customers. This shift can cause your letter to come off as more of a pure sales pitch.

Proven Results Letter #2: The Customer Endorsement

This step takes the Proven Results Concept one step further. Now, the testimonial letter is written by your satisfied customer and printed on their stationery.

This type of format is extremely powerful. By using your customer's stationery and having the letter actually written by that person, your credibility skyrockets. It's no longer you talking about you, it's your customer talking about you. And that's the best word-of-mouth support you can get.

Example 2 at the back of this report shows you a sample of this powerful format. Please take a few minutes to read it now.

How To Use These Tools In Your Business

The first step in using these tools is to get the testimonials you'll need to create your own versions of these letters. Okay, I know what you're thinking. That's easy for me to say, but you don't have any testimonials and it's an awful lot to ask of someone to write you a letter like this.

Don't worry. I've got the answers to what troubles you.

Getting all of the testimonials you need, even getting a full-blown endorsement letter is a piece of cake. All it takes is an irresistible, ethical bribe. I do it all the time. It works like this.

All you do is trade some of your products or services for the testimonials you need. Remember, all you need is one customer to lend you a hand. I'm always more than happy to swap a thousand or two thousand dollars worth of my consulting services for a testimonial that I know can generate a hundred times that in new business.

Now, I'll let you in on my trade secret. I always ask my customers for permission to write the testimonials and the entire letter myself. Rarely have I ever been turned down. It's a good deal for the customer, because they don't have to waste any of their time coming up with glowing words about you. And, it's great for you because who knows better what needs to be said than you?

Here's an alternate method for securing testimonials. If your customer won't agree to let you write it, jot down the key points you'd like them to include in their own words. They can pick what they agree with and discard the rest. Make sure you're as specific as possible with the details.

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“Susan Smith reduced our utility bills by \$237 a month” is much more forceful and effective than “Susan Smith really helped us save money.”

One last word of caution here. In order to use a person's testimonial you must get written consent from them. Simply write out a short statement and have them sign and date it. It should look something like this:

Bob Serling has my permission to use this testimonial for the advertising and promotion of his business:

Signed: _____

Date: _____

Simple enough? Whatever you do, make sure you don't make up a testimonial or use a testimonial without a customer's permission. It's unethical and it could land you a job pressing license plates in the nearest correctional facility.

Once you have your testimonials, the next step is to craft a letter that takes maximum advantage of their power. Let's look at some ways to do this for different types of businesses.

1. Retail Business

Let's say you own a frozen yogurt shop. The tone your letter would take would be lighter and less formal than for other business. How about an endorsement from a mother of five who always brings her kids to your store? Or Boy Scout or Girl Scout leaders whose scouts just love your yogurt?

Talk about how they like your oversize servings, choice of 26 different toppings, and the fact that frozen yogurt has just half the calories of ice cream and it's less fattening.

Do you sell more serious products? Perhaps you have a business supply store. You could have a customer detail how she never thought there was much difference when it comes to business supplies. But, because of your exceptional service, broad selection, and extremely knowledgeable employees, she's changed her mind. Your business saves her time, aggravation, and money.

2. Professional Services

You've already seen how professional services can use these techniques in the example of the Customer Endorsement Letter. This format works wonders for any type of professional services: doctors, lawyers, dentists, accountants, consultants, mortgage brokers – any kind of service you might provide.

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3. Manufacturers and Distributors

Here again, you use proven results to demonstrate how you made your customer's life easier or better. Twenty-four hour turnaround, rush handling with minimal additional charge, and customized orders can all be touted to great effect.

The basic concepts can be adapted to any kind of business. All it takes is the slightest bit of imagination to come up with a powerful letter to represent your business. Your letter should always include a special incentive to motivate people to do business with you.

I've seen these incentives increase results by 20% or more countless times. Excellent incentives include free samples, reduced prices, buy-one-get-one-free, extended warranties, a promise of a personal meeting with the owner or manager, preferred seating, and early admittance to a special sale, just to list a few.

These powerful letter formats will bring you more qualified leads and more actual customers than you ever dreamed possible. I've been using these formats myself for many years and the results they produce are far superior to a standard letter or running ads.

I've used these letter formats to successfully sell my own services and products. In fact, there's a strong chance that you bought this report through a Customer Endorsement Letter.

I've also used these formats to sell tons of products and services for my clients. I've included a copy of a Customer Testimonial Letter I created for a client. It's Example 3 at the back of this report. The results this letter generated greatly surpassed anything else my client had ever used.

There are two final points I want to make about these letters:

First, whenever possible, you should go with a Customer Endorsement Letter over a Customer Testimonial Letter. The heightened credibility will always increase your results. Keep asking your satisfied customers to endorse a letter for you until you find someone who will.

Second, I want to emphasize that there's no prescribed length for these letters. I've created proven results letters for clients and for myself that ranged from 2 pages to 16 pages. You don't want to waste space with unnecessary filler, but you want to use whatever space it takes to tell your story completely.

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Putting Your Proven Results Letters To Work For You

Once you've put together your letters, the final step is to send them out to those people who are most likely to become your customers. The best way to accomplish this is to rent mailing lists through reputable list brokers.

If you have a retail store, you'll probably be mailing within a limited local area. Your list broker can help you target exactly the names you need. If you do business on a larger scale, your list broker can help you select the lists that will work best on a city, state, or national level.

Whenever I do a large mailing I prefer to work with 3 to 5 brokers. I ask them to make list recommendations based on a sample of my mailing piece. If the same list shows up in the recommendations of more than one list broker, it's usually the best list to start testing.

By the way, list broker services don't cost you anything. Their fees are paid by the list owners. So it always pays to take advantage of a broker's expertise.

The Next Stage – Capitalizing On Your Assets

Now that you know how to get as many new customers as you want, let's explore other ways to significantly increase your profits...

1. Offer Your Customers Other Products

Your existing customers are one of the most lucrative assets your company has. You see, once you've sold your product or service to a customer and it's done what you said it would, you have credibility with that customer.

A first sale is like a test from the customer's standpoint. They want to determine how well you deliver on your promises and what level of service you provide. If you pass this test, you open the door to making more and more sales.

The products you offer can be your own or related products from other non-competitive businesses. Work out a deal to offer other businesses' products on a consignment basis. That way, you don't incur any additional expense to increase your profits.

Or refer your customers to other businesses for a referral fee. Let's say you own a shoe store. How difficult would it be to find clothing stores, dry cleaners, linen stores and more that could share the benefits of having you refer customers to them?

You can sell additional products from your location or do a simple mailing to your customer list. As always, a strong incentive such as a discounted price or time-limited offer will give your sales a significant boost.

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2. Develop Joint-Venture Deals To Sell Your Products

This is similar to a consignment deal, but it works in the other direction. Offer your products to other compatible but non-competitive businesses.

Again, these can be done in-store or through the mail. If you go through the mail, why not use a customer testimonial sales letter to boost credibility?

3. Lease Your Successful Techniques To Your Competitors

Once you start to get successful, you become an ideal source of information for other businesses just like yours. You can capitalize on this situation by turning your business expertise into another profit center.

Lease or sell your production, operation, and marketing techniques to other businesses. You can do this just with companies that don't compete with you geographically if you'd like.

How do you establish enough credibility to get other business owners to pay for your services? Simple, get just one client to start with. Work for free if you have to in order to get your proven results letter. From there, the sky's the limit.

Another excellent way of building credibility is to become known as an authority. Write an article on your techniques for one of your industry's trade journals. Send a copy of the article along with a cover letter describing your services to potential clients.

Offer to speak at trade shows. Have your speech recorded, duplicate it and send the tape to prospects. Tape duplication can be done for between one and two dollars per tape. Look up tape duplication services in your Yellow Pages.

4. Conduct Seminars To Train Other Businesses In Your Techniques

This is an extension of the previous concept. Why not get a room full of people to pay for your expertise all at the same time?

You can market your seminar by direct mail, ads in trade journals, or through your local and national industry trade associations. Again, hold a free 3-hour seminar for half a dozen businesses. Get testimonials on the spot and use these in all your marketing.

5. Start A Newsletter For Your Industry

Newsletters are an exceptional way to increase both your credibility and profits. They can be used to sell reports, tapes, seminars, and consulting to other companies. And they keep your name in front of the people you're most interested in doing business with.

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Newsletters can be sold on a subscription basis anywhere from \$10 to \$395 annually. These usually range in size from 8 to 32 pages, sometimes larger. Or you can use a broadside format and give it away for free. Broadside run 2 to 4 pages in length.

If you're really interested in seeing how an exceptional broadside newsletter is used to generate maximum profits, sign up for a one-year subscription to Publishing Poynters. It costs about \$10 per year and is available from Para Publishing, P.O. Box 4232-RS/Santa Barbara, CA 93140-4232; 1-800-PARAPUB.

Dan Poynter started out as a guy who was interested in parachuting. When he couldn't find much information on the sport, he wrote a book on the subject. None of the big publishers would publish Dan's book, so he published it himself.

He became so adept at all the angles of self-publishing that he began to produce information products to help other self-publishers. He's now a millionaire as well as being considered a key expert on publishing.

I highly recommend a subscription to his newsletter. I'm sure it will get your creative juices flowing on how you can make use of this excellent marketing tool. When you send in your subscription, please tell Dan that I sent you.

Conclusion

Congratulations! You're now in a position to take a single sale and pyramid it into your own personal empire. I'd like to leave you with one more piece of advice.

When you think about increasing your profits, try to keep your mind open - now as well as in the future. That's what this report is really all about. I've shown you several new openings, several new perspectives to view your business from.

In my experience, most company's profits suffer from lack of vision, not lack of ability. Companies get into comfortable, predictable ruts. Eventually, these ruts are grooved so deep, they can't see over them. They end up stuck with a very narrow, very limited view of their true possibilities.

Don't let yourself fall into that trap. You bought this course because you were looking for fresh new ways to expand your opportunities. I applaud you for that and wish you more success than you've ever imagined possible!

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Example 1 – The Customer Testimonial Letter (Your letterhead)

Dear _____,

If you're like most busy executives, you're concerned about the rising costs of employee retirement plans. You want to keep your costs as low as possible while still providing a valuable service to your employees. And, you recognize that offering a competitive benefit like this helps you attract and keep a higher caliber of employees.

But, at the same time, with all the other challenges to keep pace with, servicing your retirement plan properly often gets postponed.

Fortunately this problem has a solution you can begin to implement today.

The XYZ Corporation faced this same problem. In fact, their situation was becoming critical. Their efforts to recruit key executives had been dealt a severe blow when they failed to hire four new executives in a five-month period. The reason? None of the candidates were satisfied with the retirement plan offered.

Six months ago they retained me to provide assistance in bringing their retirement package in line with the rest of the industry, while keeping their costs at a manageable level. I'm proud to say that, so far, we've been able to successfully fill three of the four key positions the company felt were necessary to remain a force in the marketplace.

Also, interviews are continuing on an ongoing basis to fill the fourth and final position.

Susan Murray, the retirement plan director completely attributes these results to the revamped retirement plan I provided them with. In actuality, it was a team effort. Many people concerned with solving this problem pulled together to implement a rapid, effective solution.

As development counsel to XYZ Corporation I:

- Reviewed the previous retirement plan provisions.
- Helped establish the new objectives we'd seek.
- Persuaded the Board of Directors as to what they had to do in this effort.
- Developed three alternative plans to be evaluated.
- Provided guidance during the evaluation period.

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Step-by-step, I've been there to assist in this successful effort. The result is already impressive, as you've seen. Here's what Susan Murray has to say about our results:

“John Evans really came through for us during our extremely tough period. His carefully planned, yet innovative approach allowed us to evaluate and select a new retirement plan program that puts us head-and-shoulders above our competitors. He also showed us how to cut our costs by 3% for doing this.

That might not sound like much, but because of the size of the contributions involved, the actual dollar figures are substantial. Best of all, we were able to successfully fill three key positions that are vital to maintaining our market share. I unequivocally recommend Mr. Evans' services.”

Isn't this a result you'd like to have too?

You can. And probably sooner than you think. All it takes is a call to my office at (213) 555-1212 to schedule a no-cost, no-obligation meeting. During this meeting, we can begin to explore your needs and how I may be of service to you.

Of course, I can't guarantee that your results will be as profitable as those of XYZ Corporation. But what I can tell you is that no organization that has worked with me has ever failed to gain more than the cost of the fees they invested.

So why not call for your appointment today. You have nothing to lose. But the sad fact is, the longer you wait, the longer you risk losing the key employees who are so vital to your company's success.

Since I'm sure this is not acceptable to you, I'm looking forward to hearing from you soon. And to helping you develop and implement the most effective retirement plan possible.

Sincerely,

John Evans, President
Retirement Planning Associates

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Example 2 – The Customer Endorsement Letter (Other company's letterhead)

Dear Restaurant Owner,

As a fellow member of the Denver Restaurant Association, I have some news that may be quite profitable for you.

You know, I've never sent a letter like this before and, quite frankly, I may never send another letter like this again. But I recently came across a service that has increased my lunch business by 6% with absolutely no effort on my part. I thought you'd at least like to hear about it and decide for yourself whether it would be beneficial to you too.

Over the past four months I've been using a service called Gina's Green Thumb to decorate my restaurant with some of the most gorgeous plants I've ever seen. If you could see my restaurant before it was "dressed up" with these striking plants, you wouldn't believe the difference.

It's really hard to describe the overall effect, but I'll tell you it's absolutely spectacular. Now this is all nice to know, but here's the really important news.

Shortly after our plants were installed, I began to notice that our lunch business was up. The first sign was that our dishwasher couldn't keep giving us enough clean plates. Then I decided to check my books.

Sure enough, we were selling more meal. I This continued for five weeks and then I decided to try an experiment. I had the plants removed for a week. Lunch sales dropped back to the old levels during that time!

Anyway, I've been tracking lunch sales for the past four months and they've consistently held steady at a 6% increase since we began using Gina's Green Thumb. What's great about this too is that it doesn't take any effort on our part.

Gina's staff selected and installed the plants they felt were most complimentary to our setting. They water, rotate, and do all the maintenance also. All we do is look good and ring up the extra sales.

Now, obviously, Gina can't guarantee that she'll be able to boost your sales. But it's certainly worth a try. Her costs are so low, you couldn't possibly lose by giving it a 30 day trial.

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Our customers rave about our new look. They bring more people here to enjoy the atmosphere with them. And the majority of our new customers tell us they've heard a lot of good things about us lately.

One more thing before I go. Gina has agreed to provide her service to any association members who sign up within the next 10 days at a 15% discount. So the time couldn't be better to give this idea a try.

Like I said earlier, maybe you're interested and maybe you're not. But if you're like me, you always welcome a chance to add to your bottom line.

If you'd like to set up a free consultation with no cost and no obligation, call Gina's Green Thumb at (000) 555-1212. And remember to tell them that you're an association member so you'll get the 15% discount.

Best regards,

John Jones, Owner
The Nibble Nook

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Example 3 – An Actual Customer Testimonial Letter

Dear Golfer,

We recently received your AGC membership renewal request. I'd like to personally thank you and welcome you to another year of fantastic golfing values. To start you off, I'm sending your coupon good for a FREE round of golf at any AGC course. Please enjoy it with my compliments.

I noticed on your renewal request that you didn't fill in the information necessary to activate the YARDAGE PLUS REWARDS PROGRAM you're entitled to with the AGC Membership Mastercard. Frankly, I was quite surprised. Surprised that you chose not to take advantage of the great golfing values so many of your fellow members are enjoying right now.

Take Tom Johnson for example. Tom's a member who plays regularly at the BlackLake Golf Course in Benton, California. The other day, I had the pleasure of talking with Tom on the phone. I asked him how he liked the new YARDAGE PLUS benefits he automatically got when he accepted the AGC Membership Mastercard.

Here's what he said:

“Blake, I can't say enough good things about the YARDAGE PLUS program. I've already played 2 FREE rounds of golf! And both times, my cart rental fee was paid for too.

Hey, the prizes are terrific, but I'll tell you what really makes my day. I get all these free goodies just for using my card to buy the things I'd normally buy anyway! When I use the card to pay for a round of golf, I get more yardage.

When we eat dinner out or go to a ball game - even when we buy groceries, I earn more yardage. You guys even gave me bonus yards for the balance that was transferred from my old card to my new AGC Membership Mastercard!

And since there's no annual fee like there was with my old card, I save another \$35 every year. I've got to tell you, there's nothing like playing a FREE round of golf just for doing what I'd normally do anyway!”

As you can see, Tom's really getting the most out of his AGC Membership Mastercard. And I hate to see you miss out on such a great opportunity. Especially since it costs you nothing. It's already included in your AGC membership fee!

Here's a reminder of all the advantages you'll get:

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Great prizes. Like FREE golf, power cart rentals, and greens fees.

Yardage awarded every time you use your card. Not just for golf purchases.

Bonus yards for purchases made at AGC courses, golf shops, or other special golfing partner locations.

It costs you nothing to participate. In fact, since there's no annual fee, you can actually save money!

We make it easy to track your yards. Your monthly statement keeps you up to date on exactly how many yards you've accumulated.

Easy to use. When you've earned enough yardage for the gift you want, just return the top portion of your YARDAGE PLUS statement marked with the award code for your selection. You'll receive your award certificate promptly by return mail.

Best of all, you get awarded yardage just by using your card for the normal purchases you're already making! Again, I'd like to thank you for renewing your AGC membership. And I urge you to take advantage of all the extra privileges you could be enjoying with your AGC Membership Mastercard.

It's easy to enroll. All you have to do is fill out the enclosed coupon and drop it in the mail. I'll see to it that you get our prompt attention. You'll start racking up yardage before you know it!

Sincerely,

Blake Sonne

P.S. Don't wait to send in your activation request. Remember, the things you normally buy every day could be earning you valuable prizes right now!