

*Get more exposure for your business with...*

## **Direct Access to the Most Affluent Homeowners in Evans, Martinez, Grovetown, Appling, and Augusta**

**Exclusive offer limited to only one {biz\_type} in the CSRA**

Dear {name}

When you go home or leave the office tonight, are you confident that there will be enough customers tomorrow? As business owners, we agonize over the bottom line and worry about where our next customers are coming from. Competition for the {biz type} clients is tougher than ever. Why? They have the purchasing power and they use it.

### **Spend Your Advertising Dollars Where Your Customers Will See It**

High net worth, mass affluent or simply rich, these people spend money on themselves, their homes and their families. When they decide to buy, they don't hesitate to pay more for quality service.

The most affluent families earn \$100,000 or more in annual income and represent over 60% of the total personal income in the U.S., 97% own one or more homes and multiple cars. They are twice as likely to buy than lower earning families and typically spend 3.2 times more than the average household in categories like home improvement, travel, investments and personal luxuries.

### **For Better ROI and More Profit, Target Top the 20%, Not Everyone!**

These are the top 20% who can afford your products and services. Advertising to them is simply much more profitable for you than targeting everyone. I am about to show you how you can gain exposure to the top 20% by working smarter not harder, with a strong positioning strategy and greater ROI on your marketing budget.

### **I Can Give You Exposure to Your Ideal Customers**

My name is [REDACTED]. I am a Marketing Consultant and a small business owner here in Martinez, GA. I understand the importance of establishing a steady client base and repeat business to survive.

For many businesses, it is a day to day struggle. However, I have learned how to tap the upper-income market and get face to face with those buyers I never thought I could. I am offering to help you get in front of those same prime customers and monopolize this opportunity without any of your competitors.

{name}, what if highly qualified eager customers were calling you instead of you chasing them? Wouldn't it be nice to have exclusive access to these buyers and shut out your competition at the same time? Now you can!

I am offering ONE {biz type} company exclusive access to the best consumers in the CSRA.

Let me explain.

U.S. advertisers spend \$167 per person on direct mail to earn \$2,095 worth of goods sold; a 1,300% return – Print Drives Commerce 2013

## Introducing CSRA Living, The Passport to Your Best Clients

My company is ██████████, LLC. and I help businesses in the CSRA attract customers using direct response advertising and direct mail. I am a marketing consultant, and my company provides direct mail advertising using postcard and magazine advertising. Direct mail is the most cost-effective way for businesses to get in front of the targeted customers and allows accurate tracking of the performance of your advertising. With TV, radio, billboards and newspapers results are difficult to track. They are like throwing dollars into the wind hoping for a return.

There is no question that direct mail works, but now it's even better and more affordable than ever before. I am inviting you to be part of our newest product, **CSRA Living**. CSRA Living is a high-quality direct mail ad magazine targeting people with average household incomes above \$79,525, and with average property values worth over \$229,169.

The magazine format gives you a larger space to explain your features and benefits. I have a list of 64 business categories, and only one business from each professional specialty will be permitted to advertise in the CSRA Living magazine. This keeps the magazine easy to read and keeps your competitors out.

- Direct mail outperforms all digital channels by nearly 700% in terms of response rates.
- Direct mail's strong ROI of 15-17% is one of the highest reported and outranks those of most digital channels.
- Direct mail's overall prospect file response rates were 10 times that of email, which came in at just 0.1 percent.

## There Can Be Only One – Will It Be You or Your Competitor?

Act now and you will have exclusive access and direct exposure to your potential customers who will see only **your business**, not your competitors. However, the offer is limited to a first-come, first-serve basis. Right now you have an opportunity to lock out your competitors for a

full year when you sign up for 12 months.

## The Top 20% “Ready to Buy” Customers at Your Fingertips

I have personally selected the top neighborhoods and mailing routes using my propriety data analysis based on income, property value, and three other key real estate statistics. **CSRA Living** will carry your brand and message to these exclusive homes. My design process emphasizes direct response advertising which means your prospects call you now, not later.

CSRA Living- Georgia Distribution	
➤ Appling	➤ Augusta
➤ Evans	➤ Grovetown
➤ Martinez	➤ West Augusta

You can also employ our optional call tracking service

## With Call Tracking You’ll Never Lose a Lead Again

Call tracking is the latest in marketing strategy so that no lead falls through the cracks. Optional call tracking is a way for you to monitor every customer who responds to your ad.

It allows you to:

- Monitor the conversation between your office and your potential customer.
- Receive a list of every phone call missed that will include the customers' contact information.
- Help with staff training.

Leads are too valuable and expensive to burn. Call tracking makes every lead count.

## I’ll Show You Everything in Just 12 Minutes

In just 12 short minutes of your time, I can explain everything you need to know. If we go over 12 minutes, it is because you want to. You can call me during business hours at **803-357-3375**. Better yet, you can schedule a convenient time for me to call you. Just visit my page at <http://www.████████.com/calendar> then click on the “Book Appointment” button. Simply click “Advertising Sales Meeting” and choose your day and time. Once you leave your information, I will meet you at your convenience and explain everything. It’s simple, and I promise not to take longer than 12 minutes...unless you invite me to stay longer.

## The Early Bird Gets the Customers... and the Discounts

**CSRA Living** is a bold new step for [REDACTED], targeting high-income families with a new high-quality ad magazine and I want you to be part of it. As an added incentive, for forward thinking companies who want to be part of something big, I am offering a **full 20% off the yearly cost** to the first 16 businesses that sign up for 12 months. This offer **expires on November 11th**. There won't be any extensions. And remember, you must act now before your competitor does.

### I Guarantee Your Results

Because [REDACTED] is a locally owned business, not a franchise, I can offer the only guarantee of its kind in any direct mail business. As a member of the Columbia County and Augusta Metro Chambers of Commerce, and I have a reputation to uphold. I wouldn't offer such an amazing opportunity if I couldn't guarantee that it will bring in customers for you.

My guarantee is that if you do not see a return on your investment within 90 days, I will double your exposure for free for 90 days OR let you out of the contract. Your choice. I'll give you all the details when you set up your free consultation.

Act now and you'll have no risk and no competition---just hungry eligible buyers.

...And all you have to do is call now.

**Call 803-357-3375 now** for a free 12-minute consultation or visit

[http://www.\[REDACTED\].com/calendar](http://www.[REDACTED].com/calendar).

[REDACTED]  
President-[REDACTED], LLC.

**P.S.** There are 64 different business types that I am targeting, but only one {biz type} will be accepted. This is your best chance to get your business in front of the best customers in **Evans, Martinez, Grovetown, Appling, and Augusta**. With one 12-minute conversation with me, you will know if this marketing goldmine is right for your business. Remember, this is a first come-first serve offer. So act now. Your competition has most likely received this letter too.

**P.P.S.** I almost forgot to mention that when you sign up for the top 20% of homes in GA, you'll also have the exclusive option to target the top area home in SC too! That's the top most affluent homeowners in **Aiken, Clarks Hill, Edgefield, Graniteville, McCormick, Modoc, North Augusta, Trenton!**