

From the desk of Name

Dear Tim,

I'm not supposed to tell you this. It may seem rude. It may seem impolite. It might even seem downright arrogant. But I'm going to tell you anyway because sometimes, looking reality smack in the eye is what you...what I...what every CEO, president or business owner needs to do when facing difficult decisions or situations.

I'm not talking about temporary hardships you know will pass, like a rush project that means you'll get 12 total hours of sleep over the next week, or like a slump when your sales force is out with the flu. What I'm going to tell you relates to situations that if not attended to will alter your life permanently. Situations like these:

- *This business is losing money hand over fist. How can I turn things around now, before I lose everything?*
- *I used to love running this business. Now I can't stand getting up in the morning.*
- *My sales force is weak at best. Apathetic at worst.*
- *This isn't what I expected from my business. Instead of a good living, all I'm getting is an ulcer and sleepless nights.*
- *My business is headed in the wrong direction--what can I do to fix it NOW?*

Sound familiar? I wouldn't be surprised. Because guess what? There is nothing new under the sun. You're not the first business owner to feel worried, overwhelmed and confused, nor will you be the last.

And since that's the case, I'm going to put my neck on the line here. I'm going to say something others may construe as offensive. As improper. Perhaps even as condescending. But frankly, if it helps you, I don't care. So what is this mysterious "it" I keep talking about? "It" is no mystery, really. "It" is simply a law of business (and of life) I firmly believe in that says:

IF YOU ARE COMFORTABLE IN YOUR CHAOS, YOU'LL NEVER GET OUT.

Think about that for a moment. If you were sitting on a red-hot nail, would you sit there for long? Of course not. You'd feel pain, and you'd move pretty quickly. Same thing applies to your business and the problems that plague you. If the nail's not hot enough, if it's not sharp enough, you may not want to move.

"Now hold on," you might say. "I'm NOT comfortable." Ok then. Let me ask you this: ARE YOU PREPARED TO GET OFF THE NAIL AT ONCE? If not, it means you are comfortable in your chaos. And you might as well throw this letter away right now.

If, on the other hand, you are tired of fretting and worrying and complaining and yes, of being afraid, then allow me to get to the point of this letter, which is to offer you two different sources of help. The first is "help" on a high-level by way of a free 34-page report I put together to help CEOs, presidents and business owners get more from their businesses. Needless to say, the report is called, "Get More from Your Business." It's yours free, without obligation. All you have to do to get your copy is fill out the enclosed reply card and either fax it to me or pop it in the mail. As soon as it gets here, I'll send the report to you.

What will you find inside? And how will it help you? First of all, let me remind you that this report, being high-level, is also generic in nature. It may help you see yourself and your business in a new light. It may also help you generate new ideas for your business. You'll learn more about me; who I am and what I do. You'll also discover three common oversights made by CEOs who have failed--so you can make sure you don't, or aren't, making the same mistakes. You'll find out how to determine if and where you need to streamline operations. You'll also learn, among other things, how to use fear--fear

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of failure, fear of whatever--to your advantage.

What You Call Me Doesn't Matter. That You Call Me Does.

The other way in which I am able to help you is not generic. It is help in a deep and relevant way. See, I call myself a "Business Management Specialist." The title really means nothing (I had to put "something" after my name). What I do is guide and focus CEOs, presidents and business owners like you, who are worried, overwhelmed and confused (and ready to get off the nail). You might call me a coach, even though I shudder at the term. You might call me a business analyst or a consultant. You might call me an objective third party. It doesn't matter.

What does matter is that I know how to help you. What matters is that after 20+ years of doing what I do, I know how to follow your thought processes and discern how you think. After 20+ years of helping other business owners overcome seemingly insurmountable struggles in sales, marketing, team building, operations, strategic planning, conflict resolution, revenue generation...in anything and everything that has to do with running a multi-million dollar business...I have learned to use that discernment to help you rethink how you think. To help you rethink your business, and any issue related to your business. For instance:

- A 15-employee manufacturing company was losing \$300k a year. The principals were getting ready to look for jobs, but as a last ditch effort, called me. I helped them turn their business around and bring in a \$500k annual profit.
- A national service company with many prosperous years behind it lost direction. The owner was on the verge of losing everything. But instead of giving up, he called me. After working together, he got back on track and kept his assets.
- A successful software company suddenly found itself in a vulnerable position when it lost a long-term, major client. With no other revenue on the horizon, the owners felt their venture was over. But then they learned about me. These software experts now turned sales pros quickly repositioned their business, and learned how to market effectively and win new accounts.

If you want those kinds of results from your business instead of frustration, I invite you to fill out the enclosed reply card and fax it or mail it to me, and request, in addition to the report, a free consultation. If you're ready to explore your options before the cumulative effect of what's happening becomes drastic, I urge you to take action now, while the card is out and it's still on your mind. If you need immediate assistance, please call me now tollfree at 888-888-8888 to schedule your free consultation. The consultation is on me, no matter how long it takes, and you are under no obligation whatsoever. But you won't know whether or not I can help until you take action; until you take the next step.

If you don't feel ready to schedule a free consultation right now, if the pain is not unbearable (yet), then at least send for the free report and get your hands on the information you need to change the imminent course of your business--possibly your life.

Sincerely,

Your Name

Your Name

P.S. Did you find what I said off-target? Or did you feel I was right on the mark? If so, you must take the next step to get off the nail, to fix the seemingly unfixable. To do so, I urge you to either call me or send in the card now.