

Alert: for John Q. Owner's Eyes Only!

The Hidden Goldmine Under Your Feet, and How to Unlock It to *Dramatically and Permanently* Increase Your Revenue!

To: (contact name here)

of pages (including cover): 2

From: (salesperson name)

Dear John, a circulating rumor has it that you like money, and that you (and your staff) are handsomely rewarded when (PT Clinic Name) makes more money. *Is this true?*

Then you must really want more patients, and want to maximize your revenue from existing patients, yes?

Then I think we should 'talk shop', because *I have been tasked with helping you get more patients, and if I do my job well, you'll be financially rewarded!*

Consider this: John has a clinic much like yours. He received a fax like this just a few months ago, too.. Of course he was skeptical at first (it's only natural), but here's what he says now as a result of heeding that fax:

"They really enabled my clinic to keep patients engaged and easily attract new customers!"

So now you're wondering... "how do we make you more money?"... The truth is, you are sitting on a veritable goldmine and you probably don't even know it. It's our job to show it to you and help you tap into your goldmine.

Give me a call (or just have one of your staff members call) 800.555.5555 and set up time to chat briefly with me. It could be the most profitable 20 minutes of your year.

"This is a sample testimonial, and we definitely are enjoying an increase in both new patient visits and revenue from existing patients, so.. 'Thank You!' " - Clinic Owner)

"This is a sample testimonial, and this is the smartest decision we've made all year. My only regret is that we didn't get started sooner!" - Clinic Owner

Sincerely,

Signature

P.S: Ignoring this fax is not advised... if you do, you might always wonder what you passed up, and how it could have change your year and your income for the better. If your business is struggling - consider this your lifeline! Avoid regret, just grant me 20 minutes to find out how we can help you! There's no obligation, no pressure, and it you'll get so much from our call. Just 20 minutes. Schedule it now while it's fresh in your mind...

The number to call to schedule our brief chat is **800.555.5555**