

**Why Scott Seifferlein Is Telling His Closest
Business Professional Friends To
STOP Sending Christmas Cards
To Their Best Clients and Prospects!!**

**And why it pays for your
private club membership 10 times
over this holiday season!**

Dear Savvy Business Professional,

I know the above headline might surprise you, but it's true. I suggest that this coming holiday season you actually **STOP** sending out Christmas cards to your best clients and prospects.

Why?

Because these same people are also receiving a lot of Christmas cards from a lot of other people at the same time; including friends, family and dozens of other companies doing business with them.

In fact, the **average person** receives forty-two Christmas cards every year and *your Christmas card gets lost in the clutter with all the others.*

But there is a **solution** that can not only demonstrate to these people that you **care** about them but can also drive them to do **more business** with you and pay for your private club membership 10 times over!

Here's what I suggest you do:

Instead of sending your best customers a Christmas card, I suggest you send these same people a Thanksgiving Greeting Card. After all, **what better way to thank them** for doing business with you than during the holiday in which we give thanks. Plus since **very few businesses** send Thanksgiving cards yours will stand out and get noticed.

This is the exact same money making strategy that I used to

achieve record sales for the month of November last year.

Here's the best part.

I'll even buy your first card, envelope, stamp, and labor to send it.

Step #1: Simply go to www.sendoutcards.com/pgatour and click on the three lined tool bar in the upper right hand corner next to the "Join Now" button.

Step #2: Select the "Send a Free Card" Option.

Step #3: Select your card from the card catalog. I suggest this one.



Front: Thanksgiving has been cancelled!

Greeting Card Inside: Never believe a "turkey with a sign" this close to Thanksgiving.

Step #4: Select the font you would like to use and type in your message. You can even select your own personalized handwriting font by faxing the company after you become a retail customer.

Step #5: Upload your gift certificate or special offer by selecting the images option. For your convenience I have included a

sample special offer below. You may tweak it to fit a BtoB or BtoC business.

Step #6: Enter the recipients address and zip code.

Step #7: Select Glossy Finish and Select Preview and then Send Card.

Step #8: Select The Three Ways To Become A Sender Of Cards Option on the main menu.

Step #9: Select the Retail or Wholesale option. (insider's tip: Wholesale option is better if you will be sending more than 10 cards per month)

Step #10: Import your database to your Contact Manager.

Step #11: Send the card to your entire database.

Step #12: Enjoy record sales this holiday!

Sample Gift Certificate
4 Days Only. November 27th - November 30th

You Select Which Thanksgiving Gift
You Want...

***Round of Golf at Course of your choosing** with
scheduled appt.

***Round of Golf with my Pro** for adding us
to your RFP

***Round of Golf with my Pro and Golf Trip to
Sunny South Florida** with signed contract

Must present certificate to receive gift. May not be used in conjunction with
other offers, previous purchases.

Here's a couple of tips to get the most out of your
thanksgiving greeting card mailing. Assuming you will
have an offer right after Thanksgiving I would suggest
the following:

Tip #1 Mail out your Thanksgiving cards with a live stamp (this happens automatically with your SendOutCards account) on Thursday, November 19th.

Tip #2 Send out a Voice Broadcast (or email) on Wednesday, November 25th at 10:00 A.M., with a follow-up to all non-deliverables at 2:00 P.M.

Tip #3: Send out your Second Voice Broadcast (or email) on Friday, November 27th at 10:00 A.M., with a follow-up to all non-deliverables at 2:00 P.M.

Tip #4: Have your staff prepared for **a great response from your best clients.**