Name  
Address City, State Zip

Phone: 555-555-5555

Re: Finally! A Cash and Stamp Program that works!

Dear Fellow Marketer,

I’m not going to waste any of your time here. Since you are in direct mail order like I am, I know you’ve seen a LOT of stamp and cash programs. One thing they almost *all* have in common is…they *never* last! Few that were here 6 months ago are around today! There are many reasons why…and I’ll only cover a *few* of them here.

Most of them are just *too expensive* for the *average* person to afford. The ones that are *not* too expensive are usually so *cheap* that it’s *not even worth while* trying to promote! Then you have the ones with the *free* spots! They are *not* expensive for the first few people that join. But when the positions are filled…once again…they are *too expensive,* and people will not join!

The Real Deal is priced *just right!* It costs *only* $30 and 20 Stamps to get started. You don’t have to buy a *bunch* of Money Orders! You don’t have to send cash and stamps to a lot of names on a list! You don’t have to address a *bunch* of envelopes. No! You just send in $30 Cash and 20 Stamps! The company does *all the rest!* It doesn’t get any easier than this!

I urge you to listen to our 24-Hour Hotline: 719-452-2500. It will give you *all* the exciting details about the program and help you to understand *why* this one will work when the others have *already* come and gone! Learn why the *other* Cash and Stamp programs are *doomed* to fail from the *get-go* and why *our* program is designed to be here for the long haul!

It’s *easy* to get started. Just fill in your info on the enclosed Flyer. Include your $30 Cash and 20 Stamps and mail it in! That’s *all* there is to it! The company will make *sure* that the Cash and Stamps get sent to the people that *rightfully* have it coming! You’ll receive *your* camera-ready copy and soon, *you’ll* be receiving Cash and Stamps in the mail! Easy!

Don’t wait! Send in *your* order and lock in *your* position today!

Most Sincerely,

Name

P.S. There are *no* surprises and *no* hidden fees! It’s just $30 and 20 Stamps! Join today!  
P.P.S. Let our “Expandable Forced Matrix” *force* people into *your* downline!