

BEFORE

Are you considering producing a high-quality, company CD-ROM? Save \$2750 when you order your project before January 31st . . .

Dear [insert name],

I am writing to tell you about a rare opportunity. If you have been thinking about producing your own company CD-ROM, this is the time to take advantage of our existing technology and save a great deal of money in the process. By tapping into our available modules, you avoid the cost of having to start your project from scratch!

Until January 31, 2005, we are reducing the cost of such a CD-ROM—normally valued at \$7500—to just \$4750. That is a discount of over 35%!

Provide us with your text, imagery, and video content, and have a beautiful and communicative CD-ROM developed that is ready for distribution. Share background on your company, information on your products and/or services, and contact details with your target audience . . . interactively.

(We can also produce video and voiceover, supply imagery, and/or provide you with copywriting services at separate, additional charges.)

Thank you for your consideration, and Happy Holidays!

PS: Don't miss out on this limited time opportunity to get your own company CD-ROM produced at a greater than 35% discount! We are only honoring this special offer until the end of January, so be sure to act now!

AFTER

Imagine ... Increase Efficiency, Exposure, and Profits By Implementing Just ONE Savvy Business Tool

From the Desk of: XXX
October 18, 2006

Dear Business Manager:

Time is money. We've all heard it, but what does it mean in the everyday life of your business?

Let me show you.

If even 1 employee wastes 1 hour a day, that equates to 250 hours per year. To convert that to dollars, let's say that person makes \$20 per hour. In this scenario,

INEFFICIENCY Costs You At Least \$5,000 A Year Per Employee!

How many employees do you have? How many hours do you pay for that don't result in increased revenue? It's scary, but very real. And it must be addressed sooner than later.

Smart business requires that you automate functions to maximize efforts. Let me ask you:

- **Does your company host repeated training sessions that require the time and expertise of your best personnel?** What is the rationale behind using high-level and highly-paid trainers to deliver the same message over and over again? This is inefficient. You are throwing away money.

- **Are your procedures and policies disorganized or worse yet, nonexistent?** If so, your employees are wasting your time by guessing how you want things done. This is inefficient. You are throwing away money.
- **Does your sales staff expend an extraordinary amount of time and energy repeating their sales pitch to prospective clients?** If so, they are using your resources when they should be spending their time actually closing sales. This is inefficient. You are throwing away money.

**If You Answered YES To Any Of These Questions,
The Solution Is Less Than 90 Days Away.**

Our company, XXX, has created training and marketing CD-ROMs for over 10 years for companies such as **XXX, XXX, and XXX**. CD-ROMs produced by us have proven to be an invaluable tool for these prominent companies. Clients attest to working smarter, faster, and way more efficiently than ever before. Here, read for yourself:

"We've received such positive feedback from our field sales force and internal customers on the training CD-ROM you produced for us.

*It allows us to go at our own pace or use it in larger group settings. We love the way it looks and the graphics are quite effective in communicating each module. Our representatives love the ability to revisit the tool when necessary. **Thank you for a great product that allows us to train much more efficiently and effectively.**"*

XXX, xxx

It's no secret the Interactive CD-ROM has become the smartest asset of today's successful business. It saves valuable time, money, and resources -- aspects you must manage well to ensure the continued growth of your business.

Just think ... in less than 90 days you too can realize all the benefits of a customized CD-ROM including:

- Professional representation of your services/products
- Engaging visuals
- Dynamic interactive elements

This is an opportunity to work smarter, not harder. Are you ready?

Get A Premium Customized CD-ROM At A Deeply Discounted Price

To make this an irresistible deal, until October 31 take 50% off your first CD Development project. This offer is limited to the first 5 clients who respond, so be one of the first to take advantage of this special offer.

Read testimonials from even more satisfied clients:

"[Company name]'s creativity paired with their solid project management skills made our project a complete success. The [company name] team is very easy to work with and the talent is top-notch."

XXX, xxx

"[Company name] provides elegant, creative, user-friendly solutions to our marketing needs, responding efficiently and professionally to our budget and scheduling parameters. In short, they make us look good—real good!"

XXX, xxx

"I wanted to send you a quick note to let you know how much I've enjoyed working on this project. [Company name] is creative, fast and very helpful. The proof is in the demo. It looks great and our Marketing and Sales teams are thrilled."

XXX, xxx

"This is AWESOME! ... the entire piece is energizing and engaging. Thank you immensely for getting this turned around in the tight window we presented."

XXX, xxx

Call us today to discuss your needs. We are experts at helping you find creative solutions. Soar to new levels of smart business as you employ the simplicity, effectiveness, and affordability of your own CD-ROM.

Sincerely,

[President's name]

PS: Be one of the first 5 new clients to take advantage of this special offer and you receive 50% off your first CD Development project. This deal ends October 31 so call us TODAY!

PPS: For more information (including portfolio, team bios, and news), please visit [www.\[companyname\].com](http://www.[companyname].com).