

*The might be the most unusual **FREE** offer you've ever received, but it can only be given to one doctor in each county...*

“How a marketing ‘newbie’ brings in \$64,000 to his chiropractic office every month.”

Dear <FIRST NAME>,

My name's Dr. Phil Straw, Orange County chiropractor, and I've stumbled across something that has helped me and a few close friends earn upper 6-figure incomes with our chiropractic practices. I say “stumbled” because I'm not one of these marketing gurus, nor would I ever profess to be. In fact, what I stumbled upon is about as complex as a penny.

It's really quite simple.

See, my spinal decompression program costs about \$8,000. Every week I bring in about 30 potential clients, and about 4 of them qualify for the treatment and become my patients. That means every other week I bring in \$32,000 worth of clients, and it's by using a simple method you may have even tried before.

And I'm going to give it to you for FREE.

Why am I doing this? Well, I'll get to that in a bit. Because first I'd like to tell you what this “magical” thing I'm giving you actually is. It's not *really* magical, of course (though you might think it is once the clients start coming in – don't worry, this is a normal reaction). It's a **free** full-page, time-tested newspaper ad written by a top-notch professional sales writer for my own chiropractic office. What makes the ad “top-notch”? Well, read below...

What makes this ad so extraordinary is that it's brought me, and a close friend of mine, at least \$32,000 or more in clients every time we've run the ad!

I've never cared much for math, but let's do the math for a second... I believe that means if you run the ad 2 times in one month, you could earn well over \$60,000 every month – just by submitting a free ad to your local newspaper. Actually, my wife just corrected me: you could earn \$64,000 a month on top of what you're earning already if you bring in just 8 extra clients a month.

And that's if only 8 out of the 60-70 calls you get turn into clients. Maybe you're better at converting prospects into clients than I am. If that's the case, you could close 10, 12, 15, 18 of these prospects, and earn even more than I do.

In fact, my close friend, Dr. Lon Kalapp, recently wrote me this in an e-mail:

"...the first time I ran it I brought in \$67,239 from the 34 calls I got! I know you said that's what I could expect, but seeing that much money in my bank account after such a short period of time was an experience I will never forget. I was so happy that the wife and I went to the nicest restaurant in town and ordered the most expensive meals - just because we could!"

<NAME>, are you wondering what makes this ad so successful (and are you ready to get in on this success)?

Truth be told, *I don't know why this ad works so well!* After all, I'm not the professional sales writer here. I'm just a chiropractor like you who got fed up with the "results" of ad agencies (if you can even call them results), and wanted a better solution to make a lot of money, fast.

So I consulted with the best of the best, and spent thousands of dollars in the process, to have an ad written for my company that would finally skyrocket me into financial freedom. And now, as I write this letter to you, I believe I've found a practically money-printing solution that's taken me to this freedom.

So the question is, why am I giving you something for FREE which I paid thousands of dollars for that's going to make you at least \$64,000 or more?

Because there's a catch. And I'm a straight-forward person who doesn't like to waste time, so how about I just come right out and tell you the catch?

While this is a no-strings-attached gift from me to you, I have to admit that it's also a bit of a shameless bribe. How so? Well, say you run your ads every other Monday like I do. For the first month you're going to get 30-34 calls every week. You might have to take on an extra employee or two to handle the phone calls on Mondays and Tuesdays.

However, after a month or two, you're going to notice that fewer and fewer people respond, until one day you run the ad, and *no* one responds.

This is because every ad has a certain amount of times it can be run before it dies. That's just the way advertising goes. It's different for every ad, but for these ads I find it usually takes about 1-2 months.

Which is where I come in.

I have an entire stack of these time-tested, \$70K earning ads just waiting for you to publish them.

So after you run this first ad, and make around \$70K your first month, I have a feeling you'll want to sign up for my program where every month I'll give you another one of these time-tested ads for a small fee. I mean, if you make \$70,000 off of a **free** ad, you'd be crazy to not sign up to get more, right?

*But remember, there's no risk and no obligation in claiming your **free** ad. In fact, you don't even have to give me your credit card information, your phone number, your driver's license, or any other billing-related information.*

And also, should you decide to join my program, there's a 100% money back guarantee, and you can cancel any time, because there's no contracts or anything. I like to keep things simple, so if I ever give you an ad, and it doesn't pay for itself – well, I'll be glad to refund you in full. And should you ever decide to cancel this service, it'll be as easy as clicking a button on your mouse.

But again, claiming your free ad does not obligate you to join my program.

So here's what you have to do to get your first FREE ad:

To get your first ad, simply go to this url: <URL>

Once you're there you'll see some text and a video, and below the video, a place to **enter your name, e-mail, and location.**

As soon as you enter that information and click submit, you'll be e-mailed a link to the ad where you can download it, and give it directly to your local newspaper. ***That's all you have to do to earn \$70,000 this week.*** I told you I like to keep things simple.

Fair enough?

Oh, and by the way, this goes without saying, but your information will never be shared with anyone under any circumstance. I hate spam as much as you do.

Now, you might be wondering why I need your location, too. This is why...

Only one person in each county can use the ad. If multiple chiropractors in one county ran the ad, well, it just wouldn't work. So to make sure the ad works for you and for everyone else this letter is being sent to, I can only give it to one person per county.

This means that someone else in your county might also want this ad!

This letter is being sent out to quite a few chiropractors, so if I were you, I'd put this letter down *right now*, go to <URL>, and enter your information. That is, if you're interested in this offer.

Oh, and one other thing – there are a few things you MUST NOT do to the ad under ANY CIRCUMSTANCES!

In order for the ad to work as it's supposed to, there are a few things that you, the new owner of the ad, must NOT do. This is to insure that you earn at least \$64,000 this week, because I'd hate for you to bring in any less.

So to insure your success, you must not:

- Change *any text* on the ad (besides logistical information like your name, business name, phone number, website, testimonials, etc. Every word was pre-meditated by a professional.)...
- Change *any fonts*, or *any font sizes* (these were all pre-meditated by the professional I mentioned earlier, too)...
- Publish the ad as anything but a full-page, black and white ad (because this ad is designed as such)...
- Publish the ad more than twice a month (this will kill the ad very quickly)...
- And use the ad for anything other than its intended purpose, which is to quickly bring you and your chiropractic business a lot of new clients...

If you decide that due to some force of God that you just have to change any of these, then I can't promise the ad will work like it did for Lon and me. But if you leave everything as it is, and only insert your necessary contact information in place of mine, then I guarantee you will find success.

To your success,

Phil Straw

Dr. Phil Straw, <CREDENTIALS>

<PHONE NUMBER>

<NAME OF BUSINESS>

p.s. Again, to claim your risk free, no obligation, \$64k-earning ad, just go to <URL> *right now!*

p.p.s. I know from experience that opportunities like this don't come around too often, so I'd hate for you to miss out. Hurry and go to the URL above where your ad is waiting for you.