

FREE Report...Discover The Fortune That Lies Hidden In Lint...

**“How Could
Removing Lint
Bring A Flood Of Customers
To Your Business?”**

If you want an innovative way to effectively deliver your company's marketing message, make a handy profit while you do it and provide a useful valuable service to your customers and clients then this is the most exciting letter you'll ever read. Here's why...

Hi, I'm Tatsuya Nakagawa CEO of the ImpresImage Company – home of the revolutionary new Lint Card. I have over a decade's experience helping businesses of all sizes devise exceptional and strategic marketing plans to create exceptional profits.

I'm also the CEO of a very successful marketing company - Atomica Creative Group. Our team has helped businesses from small start ups to large fortune 500 companies like Bridgestone and Hitachi make very real profits with our custom designed innovative marketing plans...

And I'm genuinely excited about this amazing new concept where...

**You Can Add A Powerful
Marketing System To Your Business Overnight
For The Price Of A Lint Remover!**

But you must act now to take advantage of this unique opportunity.

Let me explain by putting you in a situation you and your customers deal with every day...

Imagine you're just about to go into an important business meeting or you're walking up the drive to a party.

Like most of us you're rushed for time and you haven't really taken a good look in the mirror before leaving.

You jump out of the car, glance down at your clothes and...

**You Look Like
You Walked Through
A Lint Snowstorm!**

You forgot about that white towel you threw in with the last wash and you know now you

should never have sat on that sofa after dear old Rover had been lying there all day.

What you need at this moment is a lint roller...

But who carries around a big, ugly lint roller?

Imagine trying to stuff one of those in your purse...

**And Don't Even Try
To Put A Traditional Lint Roller
In Your Wallet!**

If you could find some adhesive tape you could try to rip the lint off that way but this kind of behavior should really fall into the category of crimes we commit against our clothes...

You risk tearing out threads, pulling off buttons, tearing delicate fabric and creating a much bigger problem than the lint.

If you're creative you could cover up at the party by claiming you thought it was a fancy dress party and you came as the abominable snowman...

**But You'll
Find It Hard To Make That Fly
In A Business Meeting!**

Lint on your clothes is a real pain in the backside for you and more important it's a really annoying problem for the clients of your business.

Imagine if you could provide a simple solution...

Imagine a credit card sized lint remover that's easy to carry and removes that lint in seconds like magic...

(IMAGE OF LINT CARD WITH A BUSINESS LOGO ON IT)

Each Lint Card has 4 really sticky sheets that remove hair, dust and other particles without damaging your clothes...

And best of all it carries your marketing message right on the outside where your clients and prospects will see it every time they use it...

They'll be carrying around your company logo, your unique marketing message or your special offer right in their purse or wallet.

When they go to a party or an important job interview or a first date they whip out their

lint remover and they're immediately thinking of you...

**Every Major Event Of Their Lives
Will Be Imprinted
With Your Business Message...**

And in a profoundly positive way.

You'll be the company that saved them at a key moment and helped them look their best!

But it gets better.

Your clients or customers will loan or give these great new lint removing cards to their friends exposing your marketing message to a whole range of excellent prospects.

Think about that for a second...

The friends and associates of your clients move in the same circles, buy the same kinds of products and services...

**They're The
Perfect Prospects For
Your Business...**

Now the Lint Card is a great idea but at Atomica Creative Group we're never happy with just a great idea. We like to take something good and turn it into something truly astonishing.

And this is where the Lint Card gets really exciting for your business...

You can actively use a Lint Card customized with your marketing message to capture high quality referrals.

How?

You custom design the message on your Lint Card with a high quality offer to draw new prospects to your business...

Some kind of gift or exceptional discount – a gift consultation or service – the possibilities are endless.

**You Then Mail Out Or
Personally Give Away Lint Cards To
Your Highest Quality Clients...**

A gift to them.

And you give them a few extra Lint Cards – with your special offer on them – explaining

that if they have some friends or associates that might appreciate this neat new Lint Card or the exceptional offer on the card – they should feel free to pass them on as a gift.

It gets better still...

You can supply these Lint Cards with your special offer to key businesses who can bring you a steady stream of customers and clients.

They'll feel great having a useful, valuable gift they can give to their customers and...

**Your Special Offer
Printed On Your Lint Cards Will Bring
A Steady Stream Of Targeted Prospects
Straight To Your Business**

Look we've come up with a whole range of ways that you can make very real profits out of the astonishing new Lint Card...

Far too many for me to explain here. So we've pooled our marketing expertise and our experience with the Lint Card and created a truly valuable gift report for you...

**“10 Secrets To Creating
A Powerful Flood Of New Clients
With Your Own Lint Card Marketing System”**

You'll discover how you can use the Lint Card to directly create extra cash profits and promote your business at the same time.

Even more important this valuable report will open up a whole new world of marketing for you explaining in detail exactly how to set up powerful low cost referral systems that bring you highly qualified prospects pre-educated by your best clients and ready to do business with you.

Even if you never buy one single solitary Lint Card from me this report will be worth many thousands of dollars to your business.

You can adapt the principals and strategies to every facet of marketing you do.

Why am I willing to give away so many of our marketing secrets in this report?

I know you'll come to the same conclusion I have...

**The Lint Card
Is One Of The Most Clever
Low Cost Ways To Promote Your Business
Ever Devised!**

I know after reading this report you'll be so thrilled with the possibilities you'll be

ordering your own custom designed Lint Cards to sell and use as a powerful marketing system for your business.

And when you order your own customized Lint Card you'll be joining some great companies in this fabulous marketing concept including the Holiday Inn, Ramada, Jones New York, Anne Klein, Nine West, Pfizer, Crowne Plaza and Mirage.

If you'd like to find out right now how economical it can be to have your own custom designed Lint Card...

Call Now On 604-683-8288
Or Email Us At info@impresimage.com

We'll explain step by step exactly how you can have your own customized Lint Card delivered to your business. And we'll explain to you exactly what you need to invest to get started.

I know you'll be pleasantly surprised at the modest price.

Yours sincerely,
Tatsuya Nakagawa - CEO ImpresImage Company

P.S. Fill out the short form below right now and you can immediately download your valuable gift report *"10 Secrets To Creating A Powerful Flood Of New Clients With Your Own Lint Card Marketing System."*

**Discover The Profit Building Power
Of Creating Your Own Unique Low Cost Referral Systems
In Your Business And More...**

But you must act now.

To maintain its unique impact we are limiting the number of businesses we allow to use this powerful customized Lint Card marketing system.

I'd hate for your business to miss out on this exceptional marketing opportunity so take the first step by claiming your free Lint Card Marketing report right now by filling in the simple form below.

For Immediate Release

For Further Information Contact:
Tatsuya Nakagawa
CEO ImpresImage Company
Phone: 604-683-8288
Email: info@impresimage.com

Discover The Fortune That Lies Hidden In Lint!

If you thought lint was just something that got caught in your belly button or on your clothes think again.

Canadian company ImpresImage is helping businesses across America make a fortune out of the ordinary lint on your clothes.

Vancouver, Canada, July, 1, 2005

Suggested Questions About The Profits Lying In Lint:

- 1) What is the revolutionary new invention so neat it's been featured on NBC, CBS and FOX?
- 2) What are the three unusual, innovative ways you're now using to help businesses use this amazing invention to turn the ordinary lint we all find on our clothes into real cash?

For more information contact Tatsuya Nakagawa on 604-683-8288.

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“15 Secrets To Creating A Powerful Flood Of New Clients...”

“With Your Own Lint Card Marketing System”

by Andrew Cavanagh

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In this report you'll learn a whole variety of exciting marketing principles, techniques and secrets you can use to increase the number of clients to your business and to increase your net profits.

Even if you never use personalized Lint Cards in your business you'll find this report is a powerful marketing document that can help you identify key areas to make huge improvements on your marketing strategy.

In the next few pages you'll be amazed and delighted at how a simple Lint Card can help your business with each of these steps in a whole variety of ways to increase your business profits powerfully...

**You Can Add Several Powerful
Marketing Systems To Your Business
For The Price Of A Lint Remover!**

And best of all the Lint Card carries your marketing message right on the outside where your clients and prospects will see it every time they use it...

They'll be carrying around your company logo, your unique marketing message or your special offer right in their purse or wallet.

When they go to a party or an important job interview or a first date they whip out their lint remover and they're immediately thinking of you...

**Every Major Event Of Their Lives
Will Be Imprinted**

With Your Business Message...

And in a profoundly positive way.

You'll be the company that saved them at a key moment and helped them look their best!

But it gets better...

Your clients and customers will loan or give these great new lint removing cards to their friends exposing your marketing message to a whole range of excellent prospects.

Think about that for a second...

The friends and associates of your clients move in the same circles, buy the same kinds of products and services...

They're The Perfect Prospects For Your Business...

To start on revealing how an amazing little credit card sized lint remover can power your marketing let me explain a crucial principal in marketing your business effectively...

1 A Fresh Approach To “Branding”

You can design your customized Lint Card to “brand” your businesses product or service.

Using traditional advertising methods branding has become less and less cost effective in recent years.

Generally speaking advertising that elicits a direct response or a call to action brings a far better response.

But since you can actually sell a Lint Card with your company's logo or your product brand displayed on the card you can brand your business or your product with your customized Lint Card and make a profit doing it!

You can actually have your customers and clients pay to receive a valuable lint card that displays your brand or logo every time they use it.

If you don't have a logo or brand here are a couple of tips that can help you both with design and in many other areas of your business.

First define your business's unique selling proposition (USP).

Ask yourself these questions...

What do you do that's unique?

What do you do that no one else does?

What's really special about your product or service or the way you deliver that product or service?

All Great Businesses Have A Well Defined USP...

Something that makes them different from their competition. Something that no one else does in quite the same way.

You need to define a business concept so unique with such a unique niche that you have no real competition in that niche – you are the undisputed market leader.

Once you've defined your unique selling proposition your goal is to display it effectively on your Lint Card.

You want your prospects and clients to look at your customized lint card and easily connect your business name with the service you provide.

So the image should display your USP.

Don't be afraid to experiment with your image to find something that really does display the unique aspects of your product or service effectively.

A clever photograph or a well thought out cartoon created by an exceptional cartoonist can both be very effective.

Also any wording you use should reinforce your USP.

Branding your product or service is an exciting possibility with Lint Cards but you can go so much further by adding a little imagination to your marketing.

Read on you'll see a whole range of ingenious and elegantly simple strategies to capture a very real measurable response from your customized Lint Cards...

First let's take a look at three fundamental ways to increase your business...

1 You can increase the number of clients or customers who come to your business.

2 You can increase the size of each transaction you make with your clients and...

3 You can increase the number of times your clients do business with you.

Probably the most powerful and the most commonly neglected method of generating new clients and customers is with a referral system.

Referrals from happy clients and customers are often highly qualified prospects ready to do business with you.

Your clients have pre-educated them on your product or service and they've already developed some trust you.

So if you don't already have several referral systems in your business take a close look at these...

2 The Lint Card Customized With A Special Offer

You have a custom designed Lint Card with your own exceptional, well thought out offer on the front.

Let me give you three examples:

For a hotel...

FREE 5 Star Luxury Accommodation

One night of free accommodation at Wonder Hotel Wonderland with any stay of 3 days or more

To claim your free night of luxury accommodation call 500-500-500 And mention the "Lint Card offer"

If you had a beauty salon you could customize a Lint Card this way...

Your Hair Will Shine With This FREE LusterShine Shampoo

Just present this Lint Card at Wonder Beauty Salon 24 Wonderful St Wonderland to claim your FREE trial bottle of Lustershine shampoo

Here's something a menswear store targeting business people might use...

FREE Report How To Dress For Success "10 George Clooney Power Dressing Secrets"

Just present this lint card at Wonder Menswear 24 Wonderful St Wonderland to claim your Power Dressing report Or go to www.Wonder.com for a free download

Cards designed with an offer have three very powerful advantages...

First if the offer is really generous this will significantly increase the perceived value of the Lint Card.

Second the marketing message is far more likely to produce a real response because it gives the reader a definite call to action – it tells them exactly what to do.

Finally if you use an offer like this you'll know what kind of results you're getting - your prospects and customers have to tell you about the card or present it.

As a result you can measure the response each card design is getting - you'll know the Lint Card is making you a profit and exactly how much business it's bringing you.

If your operation is large enough you can test different offers and keep the offers that produce the best, most desirable response.

Now let's take this concept of an offer on the back of your customized Lint Card to another level...

3 Send Lint Cards As A Gift To Generate Goodwill And Referrals

Imagine what would happen if you started selling or giving away these Lint Cards to your best clients.

Remember your best clients and customers run in the same circles as your best prospects.

You could give Lint Cards with your special offer away personally or you could send them in the mail.

Perhaps with a letter like this...

Dear Mr Jones,

Hi from Bob Smith at Wonder Menswear.

First of all I have to say I really do appreciate having you as one of our very special preferred clients at Wonder Menswear.

I'm always thinking of ways I can help my special clients and when I came across this great new credit card sized lint remover I just had to send you one as my gift compliments to you (see the Lint Card enclosed with this

letter).

As I was putting this Lint Card in the envelope it occurred to me some of your friends and associates might really appreciate this neat new easy to carry invention.

This Lint Card is just fabulous and so convenient for removing lint from your clothes fast...

You'll see I've enclosed a few extra Lint Cards you can give away as gifts.

You'll also notice on the card is a very special exclusive offer I'm making available to the friends of my preferred clients.

You can be sure if any of your friends or associates do come in to my store as a result of reading this offer I'll give them the same exceptional service I've always extended to you and treat them with the utmost respect and kindness.

I'd like to take this opportunity to say thank you for your business and I hope you and your friends find the Lint Card as useful as I did.

Your sincerely,
Bob Smith - Manager Wonder Menswear Wonderland

3 Personalize Your Gift Lint Card Letter

If a single client is worth a considerable sum of money to your business it's wise to increase the effect of your letter by adding in unique customized information.

This makes you customers and clients feel truly special because it's obvious the letter can't be a mass mail out.

Let me show you how it can be done with the first few sentences of the previous letter...

Dear Mr Jones,

Hi from Bob Smith at Wonder Menswear.

First of all I have to say I really do appreciate having you as one of our very special preferred clients at Wonder Menswear.

I was so happy to hear about how your son was the first pick on his high school baseball team.

You've worked so hard to bring up such an exceptional young man like Robert - you and your wife Betty must be so proud.

On to the purpose of this letter and the special gift I've enclosed for you...

Imagine how powerfully this approach positions your business in your clients mind.

Really taking the time to get to know your clients and demonstrating with genuine kindness and empathy that you really care sets you apart from 99% of businesses in the world.

And if the sentiment is genuine - if you do really care about your clients - this personal approach can create incredible customer loyalty.

4 Let Your Employees Give Out The Lint Card

After your employees understand how useful and convenient the Lint Card is they'll be thrilled to sell or give away this product to your existing clients.

If your marketing message is on the card this is likely to raise the profile of your business and when your clients and customers use the card it will draw attention to the offer.

But you can go one step further.

Imagine your business has just 10 employees and you let them give away the Lint Card with your business offer on it to all their friends.

The key is that you explain to your employees that these Lint Cards cost you money and they can only give them away to special friends who'll really value them or be able to take advantage of the special offer on the card.

That way your staff will put a high value on the cards when they give them away.

Think about it...

**Your Employees Will Be Exposing
Your Special Offer To A Whole Range
Of New Prospects**

Imagine each of your 10 employees giving out just 4 Lint Cards a week carrying your special offer.

Even if only half of these new prospects take advantage of the offer this would bring in 20 new customers...

Every week!

In many businesses your own employees can be a powerful center of influence potentially being a huge source of new, loyal customers.

But there are other, even more powerful centers of influence...

5 Give Lint Cards With Your Offer To Key Businesses

Are there businesses that your potential prospects use around the same time that they use your business?

Think of all the related but non-competitive products and services your clients and customers use.

Imagine the enormous increase in customers coming to your business if half a dozen or a dozen of these businesses was giving out or selling a Lint Card with your offer displayed on it.

This could create a steady stream of clients to your business.

Better still the businesses you approach to give out the card will be thrilled that they can offer a valuable gift to their customers – a credit card sized lint remover.

6 An Endorsed Letter With A Lint Card Gift

You can take this kind of co-operation with related but non-competitive businesses to another level.

You approach a business and say you'd like to raise their profile by mailing all their clients a special gift.

The gift is the Lint Card with an exceptional offer from your business on it.

You have a specially written “endorsed letter” this business sends out on its own letterhead to its database of customers.

To make this deal mutually beneficial you can...

a) Offer to mail to your customer database in return for a business mailing to theirs.

b) Offer your product or service free or at a favorable rate to the business or business owner in return for the endorsement.

c) Offer a percentage of the profits the endorsed mailing brings in.

Here's an example of Wonder Menswear endorsing a local accountant...

Dear Mr Jones,

Hi from Bob Smith at Wonder Menswear.

First of all I have to say I really do appreciate having you as one of our very special preferred clients at Wonder Menswear.

I'm always thinking of ways I can help my special clients and when my close friend and accountant Jim Barret at Barrett Accounting told me about this great new credit card sized lint remover I got really excited.

You see Jim offered to send you one of these fabulous new Lint Cards as a gift (see the Lint Card enclosed with this letter).

You'll also notice Jim's wonderful gift offer on this Lint Card.

He's agreed that for my best clients he'll give you a half hour consultation completely free of charge.

Now let me tell you about Jim.

He's been my accountant for over 12 years and he's the most honest, hardworking accountant I've ever been lucky enough to do business with.

Even more important I swear Jim must go to sleep with the Tax Guide under his pillow so he can read it as soon as he wakes up - searching for just one more legitimate tax benefit he can squeeze out for you.

So I can't recommend Jim highly enough if you're looking to get the best tax return this year or you're looking for

some accounting help for your business.

With the tax season coming up I thought Jim's half hour consultation would be especially valuable to you.

Just one word of caution.

Jim is very busy and he can only offer a few of these special half hour gift consultations until his calendar is full.

I'd hate for you to miss out so take advantage of this fabulous half hour gift consultation by calling Jim Barret now on 666-666-666. (Jim's phone number is also on the Lint Card).

Yours sincerely,
Bob Smith - Manager Wonder Menswear Wonderland

P.S. If you're already have a wonderful accountant I hope you find Jim's gift Lint Card as useful as I have.

Also Jim was kind enough to throw in a few extra cards you can give to your closest friends.

Of all the marketing methods you can use the endorsed letter is probably the most powerful and using a gift Lint Card makes it all the more powerful.

First it allows you to give a gift to your potential prospects.

Second every time your prospects use that new gift – the Lint Card – they'll be reminded of your exceptional offer.

7 Give Lint Cards With Your Offer To Key Non-Profit Groups

Are there non profit groups, charities or sporting organizations where your best business prospects congregate?

Think of all the groups, charities and organizations your customers might come into contact with during a week or a month.

**What Kinds Of Activities
Are Your Customers Involved In?**

Do they pick up their children from school?

Do their children play sport or are they involved in other pursuits?

Imagine the goodwill you could create by giving these kinds of non-profit groups, schools etc your Lint Card to sell as an ongoing fund raising tool.

And imagine the new customers you'd create with your offer on the back of the card.

The non-profit groups will be thrilled to have an ongoing source of income that you're funding by supplying the cards free.

You'll benefit by having a steady stream of clients who feel loyal to your business because you're helping out their non-profit group.

8 Free Publicity From Supporting Your Local Charities

When you do help out your local charities and non-profit groups you can help them and yourself even more by approaching the media to cover your fund raising scheme.

The real secret to getting covered by newspapers, TV and radio is to give the media what they want and need – interesting stories for their viewers, listeners and readers.

And you can do just that providing an intriguing funny story with the added element of human interest if you're helping out a worthwhile charity or a children's sports team (just to use two possible examples).

The fact that your business is benefiting in a very unique way from a unique marketing method makes the story even more appealing to the media.

Approached in the right way most local media outlets would cover a story like this.

Getting media coverage is usually as simple as sending out a catchy press release that forces reporters to call you for more information.

Read the sample press release on the next page...

For Immediate Release

For Further Information Contact:
Wonder Elementary
Principal Miss Phillips
Phone: 777-777-777

Wonder Elementary School Discovers The Fortune That Lies Hidden In Lint!

If you thought lint was just something that got caught in your belly button or on your clothes think again.

Wonder Elementary School in Wonderland is combining forces with Wonder Menswear to tap the hidden gold mine in lint. In the process they're raising much needed funds for their new gymnasium.

Wonderland, Canada, July, 1, 2005

Suggested Questions About The Profits Lying In Lint:

- 3) How is Wonder Elementary tapping the gold mine in lint?
- 4) What is Wonder Elementary going spend all the money from this lint gold mine?
- 5) How is Wonder Menswear involved in mining this lint windfall? Why are they thrilled to be involved?

For more information contact Miss Phillips on 777-777-777.

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Once you're covered by the media it pays to develop a relationship with reporters and presenters.

Later on we'll talk about a special way you can use a customized Lint Card to say thank you.

Sending a thank you to media representatives can help build deeper relationships and make it easier to get more media coverage in the future – especially in the smaller local media.

Also keep in mind the best time to pitch your next story is when a reporter calls or comes to cover your existing story.

9 Pitch Your Second Story When You're Interviewed

One of the biggest secrets to making free publicity a breeze is to have a second even more sexy story that you pitch to the reporter near the end of the first interview.

Reporters and media representatives are always desperately hunting for good stories and if you make their life easy by supplying those stories you'll get a lot of free coverage.

If you're clever and you're interviewed on the radio you can even throw in a plug for your next story.

Take a look at the press release on the next page...

For Immediate Release

For Further Information Contact:
Wonder Elementary
Principal Miss Phillips
Phone: 777-777-777

Local Comedian Leads Lint Drive!

Local comedian Billy Ballsup is helping Wonder Elementary mine the hidden belly button lint on all the parents, staff and other adults who visit the school on Wednesday the 4th of July.

Ballsup has heard about Wonder Elementary's discovery of the hidden gold mine in lint and may be a little confused about the concept...

But Wonder Elementary is playing along with Ballsup and on Wednesday the 4th of July they'll be encouraging every adult who comes to their school to bring \$10 to invest in their new lint gold mine – or give over their belly buttons for Ballsup to mine!

Wonderland, Canada, July, 1, 2005

Suggested Questions About The Billy Ballsup Lint Drive:

- 6) What exactly does Billy Ballsup plan on doing to the adult visitors of the Wonder Elementary on Wednesday?
- 7) How is Wonder Elementary spending all the money from their lint gold mine?
- 8) What is the \$10 investment for?

For more information contact Miss Phillips on 777-777-777.

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10 Say Thank You And Add A Thank You Lint Card

No one ever says thank you any more but if you do you set yourself apart as someone truly special in the lives of most ordinary people.

If you learn to say a genuine sincere thank you to your customers, clients, suppliers, media representatives, family and everyone else you come in contact with you make life lighter, friendlier and you can form strong relationships that make your business many times more powerful.

The most effective thank you you can send is probably a hand written note showing genuine appreciation for something specific someone has done for you or some specific thing you appreciate about them.

What do hand written thank you notes have to do with Lint Cards?

Imagine having a custom made Lint Card with a simple thank you and an appropriate image on it and your business name and contact details.

Then when you send a handwritten thank you note you can also include a thank you Lint Card.

Every time that person pulls the Lint Card out of their wallet or purse they'll be reminded of your kindness.

You could also have a Lint Card made up with a thank you and a special gift they can claim when they present the card – bringing more customers into your business or a business you're co-operating with.

Imagine the impact on your business if you just made a list of 100 key people in your life including key prospects, business people, family and every day just wrote one hand written thank you note.

In one year you would have written over 300 thank you notes in just a couple of minutes a day.

How much of a difference would that make to your business life?

And how much more impact would each note have if the recipient was reminded of that special thank you every time they removed lint from their clothes!

So how do you write an effective thank you note to go with your thank you Lint Card?

The best thank you letter is the one written in your own words which expresses your gratitude from the bottom of your heart – but if you're stuck these letters will help you see how simple this really is and get you writing...

Thank You To A Prospect...

Dear Cheryl,

Thank you so much for your excellent feedback.

I really do appreciate your input both positive and negative. Honest and open feedback like yours helps us improve and refine our service.

Thank you again.

Yours sincerely,
Michael Smith

Thank You To A Client...

Dear Mary,

I'd like to express my very sincere appreciation to you for letting us handle your office cleaning tasks.

I really do appreciate having you as a very special preferred client. You make doing business with you a real pleasure by going out of your way to settle your account on or before time and treating our staff with the greatest kindness and respect.

Thank you from the bottom of my heart.

Yours sincerely,
Liam Cooney

Always remember the best thank you notes are handwritten and have only one purpose - to say thank you or to show appreciation...

And consider using the reinforcing power of a customized thank you Lint Card to make your thank you notes all the more powerful.

11 Making Profits Selling The Lint Card

So far we've talked about a number of ways you can increase the clients and customers coming into your business but remember the Lint Card is a valuable product in itself with a low cost and high profit ratio.

In many businesses Lint Cards make a wonderful add on sale.

They're inexpensive and nifty.

Just a few seconds to explain what they are and how they work and a high percentage of customers are ready to give them a try.

A simple add on product like the Lint Card can make a huge difference to your net profits

because there's no extra cost in an upsell.

You already have the staff and the customer – it's just a few seconds of extra selling time.

You can also use the Lint Card in a few other powerful ways to increase the size of transactions in your business...

12 Increase The Size Of Your Transactions With A Special Offer

You can have a customized Lint Card with a special offer that your clients can take up.

For example if you run a menswear store when your client buys some clothing you could give him a gift Lint Card with the following special offer customized on the card...

Shoes ½ Price!

Buy your next pair of shoes at
Wonder Menswear 24 Wonderful St

And With This Card You Can Claim
Your Second Pair Of Shoes Up To The
Same Value At Half Price!

This promotion is made more powerful because your client will keep the Lint Card with the special offer in his wallet and use it regularly.

He'll be repeatedly reminded of this great deal and when he's ready to buy shoes he'll think of your business and your special deal first...

Of course the same principle can be used for a wide variety of products and services.

Think of how you could make a special offer that would increase the size of the transactions your clients and customers make?

Then have the offer printed on your own customized Lint Card.

It really is simple.

Next we'll look at a way you can presell your repeat products or services using a customized Lint Card...

13 Lock In Sales In Advance With A Lint Card Offer

If you deliver a repeat product or service you can substantially increase the turnover, profits and the value of your business by locking in sales in advance.

Let me explain.

Just imagine you clean carpets.

You know your average client will have his/her carpets professionally cleaned around 6 times a year.

Instead of just waiting for clients to call why not offer an exceptional offer if they book those 6 carpet cleaning jobs in advance.

Better still you can offer them 8 carpet cleaning jobs for the price of 6 as long as they agree to take your service regularly until further notice.

You write your past and existing clients a letter describing the advantages of booking your service in advance, make an exceptional offer and explain why it's a great deal for both of you...

Dear Mr Jones,

Hi I'm John Barnes from Ace Carpet Cleaning.

First I'd like to say that I really appreciate having you as one of our preferred clients.

And because you're one of our preferred clients I have a very special offer I'm genuinely excited about.

At the moment you're calling us every time you need your carpet cleaned.

We know on average a sensible discerning client like yourself will have their carpets cleaned around 6 times a year.

But we also know that to keep your carpet really clean and free of stains you should probably be cleaning your carpets a little more often than that - ideally around 8 times a year.

After giving this some thought I decided why not make life easier for you, me and your carpets.

If you'll simply agree to our pre-booked carpet cleaning service we'll come out and clean your carpets 8 times a year - and we'll only charge you for 6.

If you're not happy with our service you can cancel at any

time.

So you'll be getting your carpets cleaned more often at the same price you would have been paying and you won't have to call in advance.

We'll talk with you and arrange the best times for us to visit and clean your carpets.

How can I afford to clean your carpets 8 times for the price of 6?

Quite honestly I have several employees on salary and I have to pay them whether they work or not.

So if I can have pre-booked jobs my staff can do in quiet times I'll have my staff working and you'll be getting your carpets cleaned - a great deal for both of us.

If you'd like to learn more about this exceptional offer just call 888-888-888 right now and we'll explain all the details for you.

Yours sincerely,
John Barnes - Manager Ace Carpet Cleaning

P.S. I've enclosed a neat new lint remover as a gift for you.

I found it's so handy because it fits in your wallet or your purse and it takes off that annoying lint on your clothes like magic.

You'll also find our phone number and your special pre-booked carpet cleaning offer on the card so you'll be able to find it easily if you inadvertently lose this letter.

Again if you include a custom designed Lint Card your client will be reminded regularly of the convenience and the other benefits of pre-booking your service over a fixed period.

Here's an example of a design for your customized Lint Card...

**Keep Your Carpet Clean
100% Of The Time**
Why wait till your carpet is dirty to call us?

We can come out 8 times a year and keep
your carpet pristine. No need to call us
And You'll Save Money!
Call 888-888-888 For Your Special
Pre-Booked Carpet Cleaning Deal

14 First Service Free In Return For Locked In Service

You can sign your new clients to an agreement where they commit to taking advantage of your service for a set period of time – say a year – and at a set price after receiving their first service free.

In the carpet cleaning example the carpet cleaner would offer to clean carpets free for the first time.

If the client is happy with the service he then signs to a one year contract to have his carpet cleaned eight times in the next year at a set price for each clean.

This is a very clever way of reducing the risk up front for your prospects and the tiny percentage of less scrupulous people who take advantage of you will be more than compensated for by the huge number of new clients you gain.

This kind of exceptional offer can become especially effective if it's combined with # 5 Give Lint Cards With Your Offer To Key Businesses, # 6 An Endorsed Letter With A Lint Card Gift and # 7 Give Lint Cards With Your Offer To Key Non-Profit Groups.

Here is an example of a Lint Card with a free first offer...

FREE Carpet Cleaning!
Try Our Ace Carpet Cleaning Service
Completely FREE!

If you're thrilled with our service we'll clean
your carpets 8 times a year at our special discount rate
Call 999-999-999 Now For your FREE Trial

Again the Lint Card makes the offer more powerful because every time they get out the Lint Card they see that offer again.

And when they're ready to clean their carpets or to use your service...

Also keep in mind that a business with a high percentage of clients booked or obligated to receive repeat service is a far more valuable asset to sell.

15 Dated Offers To Increase The Frequency Of Transactions

If you can increase the number of times your customers or clients buy from you you can increase your turnover and profits substantially.

Think of it this way...

Let's say you're running a movie theater.

You know the average patron comes in once a month.

If you sell or give your patron a Lint Card with an offer for 30% off the price on a movie ticket but only if they use it within two weeks then you could have that same patron paying to see a movie twice as often.

Even at 50% off you'd be likely to make a larger net profit if you really promote add on sales like drinks and snacks.

The key is to date stamp your Lint Card so that it must be presented before a certain date for the offer to be valid.

Here's an example of a card...

30% Off Your Next Movie
Present this card before

At Wonder Cinema Wonderland
And you'll receive a
30% Discount Off Your
Next Movie Ticket

You stamp the date in the empty spot provided.

The same technique is valuable for every kind of repeat product or service including but certainly not limited to restaurants, food vendors, hotels, dentists, chiropractors, naturopaths, sports centers, hairdressers, beauty salons, massage therapists etc. etc.

Simply calculate how often your present clients purchase from you and encourage them to do it more often by giving them an exceptional offer if they do.

If you already know how often particular clients purchase from you you can even put different date stamps on the cards for different clients.

If staffing or capacity is an issue you can also make the offer only valid for times or days when you normally have less clients or customers.

Also the offer does not have to be a discount. You can offer an add on product or service with low cost but high perceived value free.

As an example the cinema could offer a free bag of popcorn if the patron returns within two weeks.

Or the beauty salon could offer a free nail manicure.

A hotel could offer a free meal.

But only if the offer is presented inside the crucial time period to increase the frequency your clients buy from you.

Now you've seen 15 different methods you can use to market your business with this fantastic new Lint Card.

Believe it or not the possibilities for creating powerful marketing systems with the Lint Card are as varied and exciting as your imagination...

**“Turn Your Lint
Into Cash Profits Now...”**

**How To Get Started
With Your Own
Lint Card Marketing System...**

If you've read through this whole report I know you only have two more burning questions left...

How do I get my own customized Lint Cards designed and printed and...

How much will it cost?

You can get the answer to both those questions by calling us now at **ImpresImage on 604-683-8288** or email us info@impresimage.com

We'll give you a no obligation quote and help you understand step by step the whole process of setting up your own customized Lint Card marketing system.

But you must act now...

To maintain its unique impact we are limiting the number of businesses we allow to use this powerful customized Lint Card marketing system.

I'd hate for your business to miss out on this exceptional marketing opportunity so call or email us now and see for yourself how easily and economically you can start transforming your business marketing with Lint Cards.

Call us now at ImpresImage on 604-683-8288 or email us
info@impresimage.com